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THE NATIONAL NEWSPAPER OF MARKETING

## Kennedy Tells ABP Dems Aim to Aid Business

### Economic Growth to Pay 'Public Sector' Costs, He Says, Not 'Diversion'

NEW YORK, Oct. 12—Sen John F. Kennedy, Democratic candidate for President, today labeled as a "great myth, carefully fostered," the belief that there must be an "inevitable conflict" between business and a Democratic administration.

Talking to business paper editors at a meeting arranged by Associated Business Publications, Sen. Kennedy stated that business has served Democrats well and Democrats have served business well, and he added: "Why should I want to change a system that has performed so well?"

The Democratic standard bearer, who previously told ADVERTISING AGE that he does not advocate a tax on advertising (AA, Aug. 29), reiterated this position today. He stated that he has never had under consideration a tax on advertising.

■ Questioned on whether he endorses the Galbraith-Schlesinger thesis that spending on consumer goods and services must be diverted to build up the public sector of the economy, Sen. Kennedy said it is not a matter of "diverting."

He explained that he does believe that the government must pay more attention to public areas such as education, housing and development of natural resources, but he pointed out that it is also his belief that the economy has not been growing fast enough un-

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NEW! ...so Spectacular it's Patented!
MAZOLA
MARGARINE
Gives you
Twice the Corn Oil Nutritional Benefit*
of any leading spread
Mazola Margarine

SUCCESSOR—*Mazola margarine is being tested in New England, New York and Philadelphia. Cornette margarine, tested in six markets, has been discontinued. Mazola will move next into Chicago and Los Angeles. Spot tv and Sunday supplements also are being used. Lennen & Newell is the agency.*

## *Don't Fight Madison Ave. Tag; Improve It, Strouse Tells 4A's*

CHICAGO, Oct. 14—The president of the world's largest advertising agency today urged agency people not to try to rid themselves of the "Madison Ave. image," but rather to refashion it into a favorable image.

The advertising business must maintain an "abiding sense of responsibility for our actions and a willingness to forego the 'fast buck' in generating a favorable attitude

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## Shafto Urges NAB to Back Code, PR Efforts

### Policy Unit Official Says Past Year's Perils Were Met 'Very Well'

ATLANTA, Oct. 14—The National Assn. of Broadcasters, launching its series of fall conferences here this week, centered its attention on the necessity for building better government and public relations, and on improving personnel and profit within the industry.

It was the consensus of a series of speakers that the broadcasters had emerged from last year's peril of drastic regulatory or legislative restrictions very well. In the future, the broadcasters were urged to comply with NAB codes, and seek a better public and legislative understanding of the industry and its problems.

■ G. Richard Shafto, exec vp of WIS and WIS-TV, Columbia, S.C., and one of the three-man policy committee which functioned after the death of Harold Fellows and was instrumental in the selection of Gov. LeRoy Collins as Mr. Fellows' successor (*see story on Page 6*), reviewed NAB's actions, which included substantial staff additions and realignments.

He called attention to the fact that NAB has argued that the responsibility of determining what is in the public interest in broadcasting belonged to the broadcasters. NAB had argued that to ask a broadcaster to submit percentage breakdowns of his programming was unrealistic and unnecessary—although the commission could ask the broadcaster what he had done to explore the desires of the responsible elements of his community.

On these important points, Mr. Shafto said indications are that

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## Conoco to Clint Frank as Oil Accounts Slither

### Continental, Resigned by B&B, Names Frank Shop After 3-Month Search

HOUSTON, Oct. 14—Continental Oil Co. climaxed a three-month search for an agency today when it appointed Clinton E. Frank Inc., Chicago, to handle its $3,500,000 account. The appointment will become effective Dec. 1.

George M. Sullivan, vp and general manager of marketing of Conoco, who made the announcement, said: "We were greatly impressed with the quality and character of each of the agencies who made final presentations. We chose the Frank agency because we believe this fine organization can best help us reach our advertising and marketing objective, both short and long range. We look forward to an active and profitable relationship with the new agency."

■ When Benton & Bowles resigned Continental last July in order to solicit Shell Oil Co. (AA, July 25), it caused quite a stir on Madison Ave. There was some speculation that the agency tendered its resignation only after Continental learned of the solicitation of Shell.

Benton & Bowles denied this, however, stating that Conoco was a "sectional" account and would probably always be that. The agency said there had been a possibility that it could have handled both Conoco and Shell—but each indicated they thought the situation was "competitive."

Continental merely said that Benton & Bowles offered its resignation in order to "solicit another national oil account" and that the resignation had been accepted.

■ Following the departure of Benton & Bowles, Mel S. Hattwick, director of advertising, then visited the headquarters of 16 agencies in

(Continued on Page 12)

### Shifts by Petroleum Marketers Notable in AA's 3rd Quarter Data

*For a list of major account changes in the first nine months of 1960, see Pages 78 and 79.*

CHICAGO, Oct. 13—The agency business struck oil in the third quarter of 1960.

In that period at least $14,000,000—and possibly as much as $15,000,000—of billings for four major oil companies gushed out of one agency and into another, ADVERTISING AGE's quarterly tabulation shows.

Biggest petroleum account switch was American Oil Co.'s transfer of $6,000,000 billings from Joseph Katz Co. to D'Arcy Advertising Co., effective next Jan. 1. Oiling the gears for the move was a mammoth corporate reorganization by the parent company, Standard Oil Co. (Indiana), which until now has marketed gas under various brand names, some of it through subsidiaries, in different sections of the U. S. and at year's end will begin nationally advertising and selling a single brand—American gasoline—all of it through American Oil Co. as the single, unified subsidiary of Standard (AA, July 11).

■ Also of gusher proportions for

(Continued on Page 113)

## Mailers Cried 'Wolf'; Weren't Hurt by Rate Hikes, Riley Tells DMAA

### P. O. Exec Cites Mechanization as 'Only Answer' to Growing Load

MIAMI, Oct. 11—Problems of postal service and of improved creative services occupied the Direct Mail Advertising Assn. at its 43rd annual convention this week.

The postal problems were underlined by Edwin A. Riley, director of postal services.

Mr. Riley showed some asperity in discussing the Post Office's relations with mailers, who, he said, have "opposed needed adjustments in postage rates on completely negative grounds." He recalled 1953 and 1957 testimony from 24 witnesses which either stated or implied that any increase in rates would impose a serious financial burden or put them out of business. A routine financial check this spring showed all 24 companies still in business and 23 of them doing well. The 24th is in difficulty and contemplating voluntary liquidation, but, he said, there is "no indication that any of its difficulty has resulted from postal rates."

He told the meeting that:

**1.** During the '50s the number of pieces of third class mail rose 70%, to 17 billion pieces in 1959.

**2.** All mail handled by the Post Office increased 35% during that period, to a peak of 61 billion pieces in 1959.

**3.** Per capita mailing now amounts to 350 pieces a year. It is expected that by 1985 the Post Office will be handling 140 billion pieces annually, or about 700 pieces per capita for a population of 200,000,000.

■ To handle this mounting flood of mail, the Post Office will have to be mechanized, and it was with this problem that Mr. Riley dealt most extensively. The National Bureau of Standards, he noted, has estimated that by the year 2000 "there will not be enough employes available in the U.S. to handle the mail

(Continued on Page 116)

## Last Minute News Flashes

### *New Acquisition Gives Klemtner All of Pfizer Labs*

NEW YORK, Oct. 14—Pfizer Laboratories division of Chas. Pfizer & Co. has appointed Paul Klemtner & Co., Newark, to handle advertising for the five ethical drug products the company has been handling internally for the past two years (AA, Oct. 3). This gives Klemtner the entire Pfizer Labs account.

### *Baker Moves to Stahl-Meyer; Hoedt to Polaroid*

NEW YORK, Oct 14—Wilder Baker, formerly with Benton & Bowles in the Maxwell House instant coffee group, has joined Stahl-Meyer as advertising manager of Stahl-Meyer and Ferris brand meat products. He succeeds Alexander E. Hoedt, who has been appointed advertising manager of Polaroid Corp.'s international division.

### *Commissioner Tait, Legal Counsel Leave FTC*

WASHINGTON, Oct. 14—Commissioner Edward T. Tait, FTC's youngest member and a Republican appointee, resigned to join one of Washington's leading law firms in the trade practice field. At the same time, FTC's general counsel, Daniel J. McCauley, was appointed to serve as a member of the Securities & Exchange Commission. With Commissioner Tait's leaving, chances of FTC Chairman Earl Kintner's continuing with FTC if the Democrats should gain the White House in November becomes rosier, since the FTC makeup is now two Democrats and two Republicans, leaving room for appointment of another Democrat. Edward K. Mills reportedly has been pegged as a temporary replacement for Commissioner Tait.

(Additional News Flashes on Page 113)

*$300,000 Loose . . .*

## Doyle Dane Drops IT&T Business Due to 'Conflict'

### Remington Rand, Northrop Are DDB Clients That Might Pose a Problem

NEW YORK, Oct. 13—International Telephone & Telegraph is open for solicitation of its $300,000 ad account following the resignation this week of its agency, Doyle Dane Bernbach.

DDB issued a terse statement today announcing its resignation, effective Dec. 1, "because of conflict with other agency accounts." Maxwell Dane, vp and general manager of the agency, said he would "rather not" say what accounts conflicted with IT&T.

The IT&T account went to DDB in 1959 from J. M. Mathes Inc., where it had been for many years. The change then was attributed to a conflict with Underwood Corp., although Mathes had received clearance from IT&T to solicit Underwood.

Since acquiring IT&T Doyle Dane has added two other clients which may pose a partial conflict: Northrop Corp., aircraft manufacturer with heavy defense business, and international advertising for Remington Rand portable typewriters and business machines. #

# Northam Warren Canada Account Shifts to Cockfield

MONTREAL, Oct. 12—Northam Warren Ltd., toiletries manufacturer and distributor, which two weeks ago was bought by Chesebrough-Pond's, today named Cockfield, Brown & Co. its agency for all products. The account has been with Young & Rubicam. Northam Warren markets lipstick, nail polish, nail polish remover and toiletries under well known trade names as Cutex, Odo-ro-no, Peggy Sage and L'Onglex. It also is Canadian distributor of 4711 eau de cologne and perfumes.

The account was estimated to bill about $165,000 a year. R. F. Merkley, president and general manager, said the selection of Cockfield, Brown was made from among half a dozen agencies invited to make presentations.

■ F. W. Cross, vp of Cockfield, Brown, who will be group manager, announced that the agency has retained the services of Doreen Day, fashion consultant, as special adviser on the Northam Warren account.

L. F. J. Ross will be the account executive.

■ In the U. S., Northam Warren Corp., Stamford, Conn., has appointed Gotham-Vladimir, New York, to handle its international advertising for all products. The previous agency is Robert Otto & Co.

The company's domestic agencies are Ellington & Co., which handles Peggy Sage and Odo-ro-no, and Doherty, Clifford, Steers & Shenfield, which handles Cutex. No changes are contemplated in this lineup, the company told ADVERTISING AGE. #

### WICE Suit Seeks to Halt WPRO's Use of Hooper Data

A hearing will be held Oct. 17 before Judge Joseph R. Weisberger in Providence superior court on WICE's request for an injunction against WPRO and C. E. Hooper Inc. WICE filed the suit in an effort to halt the use of August Hooper audience data which WICE charged was "false, deceptive and misleading" and did not accurately measure the relative audiences of the two radio stations in the Providence area. The judge granted a temporary restraining order pending the hearing on the temporary injunction.

The complaint indicated that WICE is not a Hooper subscriber and did not authorize the study. The plaintiff alleged that the material on the relative sizes of radio audiences was calculated to influence advertisers to use WPRO instead of WICE.

### Jacobson Moves Account from North to Meyers Agency

F. Jacobson & Sons, New York, manufacturer of Excello and Jayson men's shirts, pajamas and sportswear, has appointed Edward M. Meyers Associates, New York, to handle advertising and public relations, effective Jan. 1. The appointment will end a 42-year agency association which started in 1928 with the Albert Silberstein agency which became Alfred J. Silberstein, Bert Goldsmith Inc. When the latter merged with North Advertising in December, 1958, the Jacobson account went along.

Billing is estimated at $500,000, which will make the account the largest at the seven-year-old Meyers agency. The agency, which specializes in men's wear, now has 20 accounts in the men's field.

# Gas Industry Must Fight Competition With Ads: Tankersley

ATLANTIC CITY, Oct. 11—The gas industry is "fully prepared to meet aggressive advertising and promotion campaigns of competitive fuel industries," G. J. Tankersley, chairman of the American Gas Assn.'s promotional planning committee, said here yesterday.

Mr. Tankersley, president and director of Western Kentucky Gas Co. and of Kengas Inc., both of Owensboro, Ky., reported association plans before the 42nd annual convention of the AGA in Convention Hall here.

Taking cognizance of the competition's stepped-up efforts to make inroads on gas industry markets, Mr. Tankersley declared that "advertising today, as never before, holds the key to the consumer mind." He called for continued close cooperation in national and local advertising throughout the gas industry.

■ Referring to the AGA's 1961 budget of nearly $6,000,000 for national television and print advertising and the industry's overall advertising effort of approximately $90,000,000, he advised gas company executives not to underestimate the impact and effectiveness of national action.

"It is absurd to take the isolationist attitude that we can live unto ourselves locally," he asserted, "while competition rains its missiles of national advertising propaganda into the backyards of our customers and prospects."

Citing a specific example of the gas industry's determination to hold and strengthen its markets, Mr. Tankersley said national advertising on behalf of gas heat in the last three months of 1960 will surpass the total gas heat campaigns waged in 1958 and 1959 combined.

■ "We intend to stay on the offensive," he declared, "in showing the consumer that gas is foremost as a modern, dependable, economical, clean and safe fuel," adding that all advertising—including gas—will have to compete harder in the years immediately ahead.

During the convention the Minneapolis Gas Co. was awarded top honors in the fourth annual public relations achievement awards competition sponsored by the association.

Wister H. Ligon, AGA president, told the 5,000 delegates that the Minneapolis company has been credited with "the year's outstanding contribution to greater understanding of the gas industry and modern gas service," from among 32 entries submitted by U. S. and Canadian companies.

■ Robert W. Sarnoff, board chairman of the National Broadcasting Co., challenged the theories of the "hair shirt economists" who want to divert more wealth from the private to the public sector of the economy.

He charged that their policy, if adopted, would "tighten not only a belt, but also a noose."

Mr. Sarnoff stressed that Americans do not have to make a choice between satisfying their personal desires and fulfilling public obligations. They are doing both, he said, citing the high standard of living and the high public expenditures for foreign aid and defense.

■ "Americans can readily understand that a new refrigerator helps indirectly to pay for a Polaris submarine; a second car in the garage can make possible a second chance for a victim of illness or unemployment; a higher gross national product can underwrite higher education," according to the NBC executive. #

### Chempump to Richardson

The Chempump division of Fostoria Corp., Huntingdon Valley, Pa., manufacturer of canned centrifugal pump-motor units, has appointed Richardson, Thomas & Bushman, Philadelphia, to handle its advertising.

Duggan Wilson Demers Newbury

**NEW SLATE**—*New officers of the New England Newspaper Advertising Executives Assn. are James Duggan, Springfield Newspapers, president; James Wilson, Stamford Advocate, secretary; Nelson E. Demers, Middletown Press, treasurer; and Ken Newbury, Quincy Patriot-Ledger, vp.*

# Summerfield Book Hits Publishers, Mail Advertisers

WASHINGTON, Oct. 12—Magazine publishers and direct mail advertisers come in for a lacing in Postmaster General Arthur Summerfield's new book, out today, "U.S. Mail, the Story of the U.S. Postal Service."

Mr. Summerfield draws a bright picture of the progress that has been made during the past eight years toward improved service, but he reiterates his charges that selfish resistance by mail user groups has prevented approval of essential rate increases.

The book, written in conjunction with former newsman Charles Hurd, reviews the history of the postal service and outlines some of the mail handling innovations developed under Postmaster General Summerfield.

The Postmaster General complains that despite his efforts, the department is running up back-

(Continued on Page 115)

### Booz, Allen Sets Study

The Newspaper Advertising Executives Assn. has appointed Booz, Allen & Hamilton to "develop a plan to study ways of improving the competitive position of newspaper advertising." The consultant company will develop the plan for consideration by NAEA in 1961.

# Highlights of This Week's Issue

**Ira W. Rubel**, head of Ira Rubel Inc., says successful agencies in the future will be either small or extremely large, and those in between will have problems and handicaps .......... Page 4

**Garden State Paper Co.** begins construction on a $4,000,000 plant for converting waste newsprint back to usable newsprint .......... Page 20

**Park & Tilford Distillers Corp.** launches a newspaper advertising campaign which is jam-packed with nostalgia .......... Page 24

**Look's** 24th "National Automobile & Tire Survey" shows new car buyers of 1961 models have a look-before-you-buy attitude .......... Page 28

**National Assn. of Broadcasters'** tv code board bans tv advertising of liquor or any of its traveling companions .......... Page 30

**Sweeney & James**, in collaboration with Look, offers its industrial clients an opportunity to send their own customers and prospects gift copies of Look that will contain their advertising in special limited-circulation inserts .......... Page 31

**J. Walter Thompson Co.** elects Ruth Downing, Helen Klintrup and Harriet Rex vps .......... Page 34

**Audits & Surveys Co.** offers a new television commercial copy research service which measures penetration and retention of commercial messages and sales points among viewers .......... Page 36

**Eight prominent medical scientists**, selected by the National Academy of Sciences to "investigate" the Food & Drug Administration, call for more effective government policing of medical advertising to the public and to the medical profession .......... Page 38

**Elgin National Watch Co.** will combine spot and network tv and national magazines in a pre-Christmas promotion of Elgin watches as holiday gifts .......... Page 40

**Henry F. Eaton**, of Dix & Eaton, says industrial publicity cannot replace industrial advertising and cannot even briefly substitute for it .......... Page 44

**Johnston & Murphy** will expand its ad campaign this fall into a series of spreads which juxtapose a color-page "image-building" photography with a b&w page of hard-sell copy inviting mail orders .......... Page 46

**Four Roses Distillers Co.** sets campaign which will include its latest long-playing record, "Join the Four Roses Song Fest No. II," outdoor advertising and newspaper and consumer magazine advertising .......... Page 60

**National Automobile Dealers Assn.** urges its member dealers to give complete loyalty to the advertising agency as long as it is doing a satisfactory job .......... Page 66

**Contadina Foods** launches heavy radio campaign for its tomato paste line .......... Page 70

**Rockwell-Standard Corp.** uses a series of eight corporate ads in eight publications to establish a clear conception of its total operations with customers and suppliers as well as financial people in general .......... Page 74

**Marshall C. Lewis**, exec vp and general manager of Marsteller, Rickard, Gebhardt & Reed, says the "product image" and the "corporate image" should be combined into a "competitive product image" .......... Page 75

**Radio Corp of America** will feature television receivers, stereophonic instruments and radios in its traditional fourth-quarter advertising splurge .......... Page 87

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**What They're Saying** .......... 16

# Court of Appeals Halts Reassignment in Boston by FCC

WASHINGTON, Oct. 12—The U.S. court of appeals today put the brakes on efforts of the Federal Communications Commission to pick a new licensee for tv Channel 5 in Boston, and the court is considering a move to block, at least temporarily, FCC's reassignment of Channel 10 in Miami.

Both cases had been before the court for review two years ago when congressional investigators dug up charges that licenses were obtained after off-the-record contacts with FCC members. Without taking final action on their cases, the court in 1959 had returned them to FCC with orders to get to the bottom of the charges.

By stepping back into the cases today, the court suspended FCC decisions which were handed down last July canceling the Boston and Miami licenses, and reassigning Miami Channel 10 to a new licensee (AA, July 18). As a result of the court's action the commission's decision to cancel the licenses can't become effective unless the court concurs.

■ In issuing a stay order to block the cancelation of the Boston Channel 5 license, the court said it was acting "in the interest of orderly procedure." It contended FCC's task was solely to review the charges of irregularity, and to report back to the court before taking any action.

After extensive hearings on the charges in the Boston and Miami cases, FCC had ruled in July that there had been ex parte contacts between officers of WHDH Inc., and former FCC chairman George McConnaughey. While it canceled the license which had been granted to WHDH in 1957, FCC said the offenses did not disqualify WHDH from participating in a competition for re-award of the channel. It decided to let WHDH continue on Channel 5 until the final fate of the channel is determined.

■ In the Miami Channel 10 case, FCC said three of the four original applicants, including Public Service Television, which currently operates the station, engaged in such serious irregularities that they should be disqualified from further consideration. FCC proposed to turn Channel 10 over to the surviving applicant, L. B. Wilson Inc., on Sept. 15.

Public Service, which is owned by National Airlines, avoided the Sept. 15 deadline by filing a request for the court of appeals to review FCC's decision. The commission agreed to postpone the deadline until after the court rules on the Public Service claim—identical to that of WHDH—that FCC should have reported its findings to the court, instead of proceeding to reassign the station. #

# Jury Won't Link Smoking, Cancer in L&M-Reynolds Case

NEW ORLEANS, Oct. 12—Two tobacco companies—Liggett & Myers and R. J. Reynolds—were favored by a jury verdict here yesterday in a $150,000 damage suit charging that a man died of lung cancer induced by cigaret smoking.

The jury—six men and six women, seven of them smokers and the others non-smokers—declined after 100 minutes' deliberation to link cigarets with cancer. The suit was filed in federal district court here by Mrs. Victoria St. Pierre Lartigue, of Houston, who charged her 65-year-old husband died of lung cancer caused by cigarets. She will appeal the verdict. #

# What Is Cost per Sale of Ad in Your Book? Fitzpatrick Asks NBP Session

### Studebaker Exec Says Ads 'Must Sell'; Miller Urges Better Research

CHICAGO, Oct. 12—The good and bad of research and space salesmen in the business publication field came in for much discussion at the National Business Publications regional conference here this week, but Allan E. Fitzpatrick, fleet sales manager of Studebaker-Packard Corp., made this blunt demand:

"Advertising must sell; I want to know the cost per sale for advertising in your publication.

"I think advertising has the job of changing suspects to prospects."

■ Mr. Fitzpatrick said that last summer he sent questionnaires to 42 business publications which he thought might be candidates for his ad campaign, asking how many prospects for S-P fleet sales he could reach through each of their books.

Only one publication supplied the information, he said, and as a result he switched $100,000 of his $500,000 ad budget for the '61 model year from business publications to direct mail, "where I know I'm reaching prospects."

Mr. Fitzpatrick participated in a panel discussion on "how to in-

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SUSPENDED CONVERSATION—*In this picture Mr. Susskind and Premier Khrushchev listen with interest as the translator unfolds their discussion.*

*Lever Alone . . .*

# Love Is Ruled Unpatentable; Dove Gets Nod

WASHINGTON, Oct. 13—A trademark board's ruling that "lovey" has the same psychological implications as "dovey" has sidetracked efforts of Texize Co. to obtain a trademark for Love brand detergent.

The application was contested by Lever Bros., marketer of Dove soap. Top-level Lever Bros. marketing experts appeared before the trademark trial and appeals board of the U.S. Patent Office to testify that Dove has poured millions of dollars into promotion and advertising linking the words "love" and "dove" in the minds of the public.

■ Ernest J. Bensler, marketing service manager of the Pepsodent division of Lever Bros., told the board that from 1955 to 1959 Lever Bros. sold over 2,000,000 cases of Dove. That amounts to 250,000,000 bars, he said. In building the Dove image, Mr. Bensler said, Lever Bros. gave away more than 13,000,000 free samples, 92,000,000 coupons, and offered mail-away premiums, display material, co-op ads, and display allowances.

An additional $11,000,000 has been spent on advertising in newspapers and magazines and on radio and tv, Herbert M. Shayne, product manager of Lever Bros., told the board.

The Lever Bros. brief filed with the trademark board pointed out that the words "love" and "dove" rhyme and are very similar in sound and appearance.

■ Texize Co. argued that "the marks in issue are Love, not lovey, and Dove, not dovey. Love is probably the most distinctive word in the English language and describes an emotion connecting a strong liking for something desirable. Dove, on the other hand, describes a quality connoting gentleness and purity."

The company also stated that since Love was to be used for dishes and Dove is a bath soap, it would cancel out any likelihood of confusion.

The board concluded that "confusion, mistake or deception are likely to occur" if it granted Love a trademark. The decision is subject to appeal to the court of customs and patent appeals. #

## *Broker Drops 'Open End' in Khrushchev Hassle; Manger Hotel Coffee to Take Over*

NEW YORK, Oct. 14—"Open End," which lost one of its WNTA-TV sponsors as a result of Premier Nikita Khrushchev's appearance on the program last Sunday night, today was hopeful of signing a replacement.

Sutro Bros. Co., a stock brokerage house, pulled out of its 13-week contract for a half-hour portion of the David Susskind interview program when WNTA refused to carry a statement saying that Sutro wanted to be "completely disassociated" from the Russian premier's appearance on the show.

As a two-year sponsor with strong sponsor identification on the telecast, Sutro was worried even though there were to be no advertiser credits on the interview with Mr. K.

"I was convinced that Mr. Khrushchev would make a good propaganda speech, and would not let Mr. Susskind present our point of view," Walter D. Floersheimer, senior partner of Sutro, told a press conference. "I believed the American public would get nothing from the program that was not favorable to Mr. Khrushchev. Mr. Susskind is not a professional politician who could handle an old pro like Mr. Khrushchev."

Coming within the next few weeks to replace the departing stock broker is Manger Hotel coffee, which will also carry a half-hour segment. The other half-hour backer, Thermofax, will continue on the show, along with participating and station break advertisers, Holland House cocktail mixes, Colonnade apartments, Schultz & Behrle furniture and Brown & Williamson Tobacco Co.

■ There were no paid commercials in the Khrushchev session of "Open End," as carried on WNTA-TV. But there were a couple of station break announcements inserted for Radio Free Europe—an offbeat piece of scheduling which stirred up a good deal of criticism.

National Telefilm Associates, which syndicates "Open End," said Mr. K's appearance was carried live by six educational tv stations and serviced to 50 others on tape. More than 200 radio stations requested permission to air the show. Outside the U.S., the show was seen, or will be, in England, Canada, Australia and Japan. Fifteen U.S. tv stations regularly carry the show on a syndicated basis.

Reaction is said to be running pretty evenly between people who applaud and those who deplore WNTA-TV's decision to give Mr. Khrushchev a tv platform. #

### *BBDO Names Three*

Batten, Barton, Durstine & Osborn has promoted two account executives to vps. They are Clayton G. Going, in the Los Angeles office, and Charles P. Murphy, in Pittsburgh. William J. Blackshaw, formerly with the *Pittsburgh Post-Gazette* and *Sun Telegraph*, has joined BBDO's Pittsburgh office as an account executive.

# Dentifrice Ads Give Consumers False Sense of Security, Dentists Are Told

LOS ANGELES, Oct. 14—Two dentists will assign to the advertising field part of the blame for the public's lack of proper education on gum disease, in speeches at the 101st annual session of the American Dental Assn. here next week.

• Dr. Alvin C. Hileman, of San Francisco, will tell a session on periodontal (gum) therapy that advertisements for mouthwashes and lozenges said to be useful in treating gum disease give the public a false sense of security regarding the health of their gums.

• And Dr. Samuel Goldhaber, a Navy dentist, will say in another session that while dentists have been trying to teach the public the importance of care of gums as well as care of teeth, "the voice of the dentist has all but been drowned out by the daily flood of misinformation in advertising."

■ Dr. Hileman says ads for mouthwashes or lozenges often show "before" and "after" illustrations of swollen, bleeding gums regaining normal color and surface texture after usage. Most patients automatically interpret any cessation of bleeding or pain as a cure, he says.

"This type of advertising invites deeper destruction of the supporting tissues before professional therapy is rendered," he charges. "Many of these people never quite get around to having their dentist look for and remove the underlying cause, thereby effecting a complete cure, when their mouth feels so good again," he says.

■ Dr. Goldhaber's paper says that "over the years, the constant ballyhoo of advertising has had the unfortunate effect of focusing the dental attention of the public entirely and exclusively on caries [decay].

"And it has continuously offered the panacea of the miracle drug. The fantastic claims encourage neglect and inadequate hygiene and invite periodontal disease.

"The shocking fact is that most people do not keep their mouths really clean enough to keep them healthy," he says. "The most important patient 'do it yourself' project in oral health is still mechanical cleansing, not self medication."

Dr. Goldhaber recommends that dentists help spread more information on gum disease through articles in the press, pamphlets and films. #

# Engravers Rally to Support of Advertising, Especially Print

### Langlie, Crain Urge Supplier Backing; Group's Resolution Stresses Ads

BUFFALO, Oct. 13—The American Photoengravers' Assn., which held its annual convention here this week, took steps to implement the work of its customer relations committee, organized several months ago to promote print advertising.

The opening session of the convention on Monday was devoted to discussions of advertising's place and function in the economy, and to rallying the graphic arts industries in support of all advertising, and particularly printed advertising.

Following talks by Gov. Arthur B. Langlie, president of McCall Corp., and G. D. Crain Jr., publisher of ADVERTISING AGE, the convention adopted a resolution pointing out the importance of advertising and urging engravers and other graphic arts suppliers to lend their support to the promotion of all forms of printed advertising.

■ Harry E. Collins, Collins, Miller & Hutchings, Chicago, chairman of the customer relations committee, told ADVERTISING AGE that it is being enlarged to include other segments of the advertising industry, and will change its name to committee for the promotion of print. Several production managers of leading advertising agencies, who are members of the committee, were present at the convention.

Mr. Langlie, whose topic was

(Continued on Page 119)

*'Sanctimonious Role' . . .*

# Sheinker Blasts NAB TV Code as 'Double Standard'

### WNTA-TV Hasn't Had Complaints on Holland House Mix Ads, He Says

NEW YORK, Oct. 11—Holland House Sales Co. whose tv commercials for its cocktail mixes have been banned by the National Assn. of Broadcasters' tv code board, has let loose an irate blast at the NAB and WPIX-TV, the station which accepted and then rejected the commercials (*see earlier story on Page 30*).

Both NAB and WPIX were "quite tardy and just a bit self-patronizing" in ruling on the commercials, according to David Sheinker, president, who feels his company has been "treated unfairly and discriminated against."

(Continued on Page 122)

# Camel Schedule Includes Almost 10,000 Newspapers

NEW YORK, Oct. 13—In a mammoth fall newspaper promotion for Camel cigarets, R. J. Reynolds Co. has scheduled ads in every daily and weekly newspaper in the U.S.

Last week ADVERTISING AGE reported that the cigaret maker would use two 500-line b&w ads in some 8,000 weekly newspapers, with the first insertion scheduled to appear the week of Oct. 17.

It was learned this week that Camel ads have been scheduled in every daily newspaper, as well. The daily phase, also involving two 500-line ads, broke this week in about 500 newspapers. Eventually Camel copy will appear in about 1,200 dailies.

In addition to its 500-line schedule, Camels is also using 800-line ads in about 200 Sunday newspapers, plus four-color r.o.p. pages in newspapers in major metropolitan markets. The Sunday color campaign broke about mid-September.

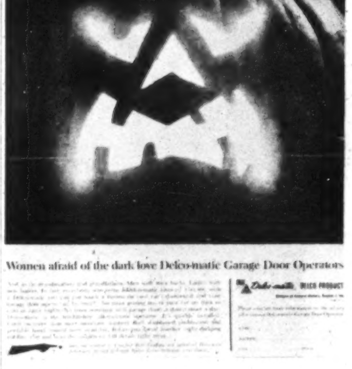
■ According to William Esty & Co., weekly newspapers—as defined by its media department—include those with paid circulation or covering general news events. They do not include "shopper" weeklies or those aimed at specific readers, such as trade papers.

Ads were placed through Weekly Newspaper Representatives, New York, and through representative and ad departments of the various dailies. The agency added that no discounts were requested on the 500-line schedule. #

# Jack O' Lantern, Hat, Smile Star in Delco-Matic Ads

DAYTON, Oct. 11—A new advertising push for Delco-matic garage door operators, made by the Delco products division of General Motors, features such odd ingredients as a jack o' lantern, used in the opening ad, to be followed by a lady's hat and a baby's smile in later ads. The copy ties these to the product, a device to open doors without leaving the car.

Each ad will feature a three-quarter page picture and will include a small block of copy plus an information request coupon.


Women afraid of the dark love Delco-matic Garage Door Operators

■ The attention getter in the first ad is a close-up photograph of a jack o' lantern, with a headline saying: "Women afraid of the dark love Delco-matic garage door operators."

The copy continues, "And so do grandmothers and grandfathers. Men with trick backs. Ladies with new babies. In fact, everybody who owns a Delco-matic loves it."

Six ads are planned for the campaign, on a month-to-month basis. Campbell-Ewald Co. created the series, which opens with a b&w page in the November issues of *House Beautiful* and *House & Garden*. #

# Agencies Must Get More Fees for More Services, Rubel Says

DETROIT, Oct. 11—Successful agencies in the future will be either small or extremely large, and those in between will have problems and handicaps, Ira W. Rubel today told the Industrial Marketers of Detroit, chapter of Assn. of Industrial Advertisers. He heads Ira Rubel Inc., Chicago, accountant and management consultant.

"One of the problems of many an advertising agency of today is that it does not have confidence of its clients," Mr. Rubel said. "The amount of compensation is questioned, and there is considerable lack of understanding on price. Too much emphasis is placed on what advertising costs, and not enough on what it does.

"The advertiser is apt to overlook or not make a close examination of what he is getting, and this may be because the agency does not help him make the examination. There is the ever-present difficulty of measuring the value of advertising services.

■ "In 1967 the advertising agency will need to have secured added confidence from clients, as the agency becomes an increasingly important part of the sales mix. The agency must get more information across to the client."

Mr. Rubel said the scope of an agency has been broadened enormously in the last generation, with a wide variety of services besides creating advertising and placing it in media. So it is necessary to find other methods of compensation besides commissions. He split the reward field in two general categories—that coming from commercial compensation, and that for professional compensation. He indicated a need for working out a more adequate way of rewarding the latter.

He said the advertising field might be split among two types of agencies, the generalists and the specialists, the first with knowledge of all aspects of the business, and the second with high degrees of skills in certain fields. The former may be understood to include most of the larger agencies, with departments and services beyond the scope of a small agency, although there are some generalists among the quite small agencies.

■ "We must make a scientific approach on how much to spend for advertising," Mr. Rubel went on. "We cannot measure it as a percentage of sales. The question should be how much product are we going to sell and how much advertising will it take.

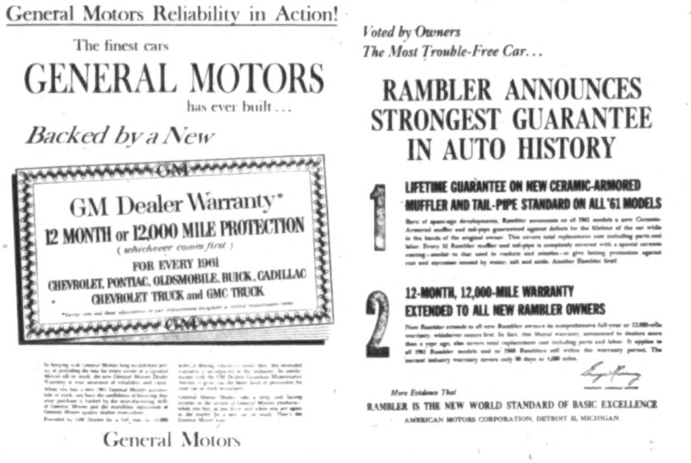
"There is always the delay between advertising and sales to consider. Clients are expected to pay for advertising the moment it is used, but its total effect or impact may be months or even years ahead. The amount of this unused reservoir of advertising, what it is worth and how it should be compensated for, poses a fine question."

Mr. Rubel said often a little extra effort from the agency, an amount that might be arrived at in a planning presentation at relatively small cost, might provide a much greater degree of talent and service at only a small added fraction of the base cost.

He said settling the sort and amount of service an agency supplies sounds like a simple problem, but the basic trouble is that much of it is hit-or-miss. An understanding should be reached with the client at the start on the kind, quality and depth of service to be furnished.

■ "I would ask my agency to make a plan," Mr. Rubel said, "and that would include what service is to be rendered, who is going to do it, how much time it will take, and how much it will cost. Then we can discuss it. How it works out is of enormous importance.

"Too often the agency does not know what the client wants. Too often people are bad listeners, and don't actually hear the question. It is also necessary to establish with the client whether he is getting good service, does he believe in a supplier, an agency in this case, making a profit, and what does he deem a reasonable profit. These questions need to be asked and settled before the client-agency relationship is on solid ground," Mr. Rubel concluded. #



General Motors Reliability in Action!

The finest cars GENERAL MOTORS has ever built . . . Backed by a New

GM Dealer Warranty*
12 MONTH or 12,000 MILE PROTECTION
(whichever comes first)
FOR EVERY 1961
CHEVROLET, PONTIAC, OLDSMOBILE, BUICK, CADILLAC
CHEVROLET TRUCK and GMC TRUCK

General Motors

Voted by Owners
The Most Trouble-Free Car . . .

RAMBLER ANNOUNCES STRONGEST GUARANTEE IN AUTO HISTORY

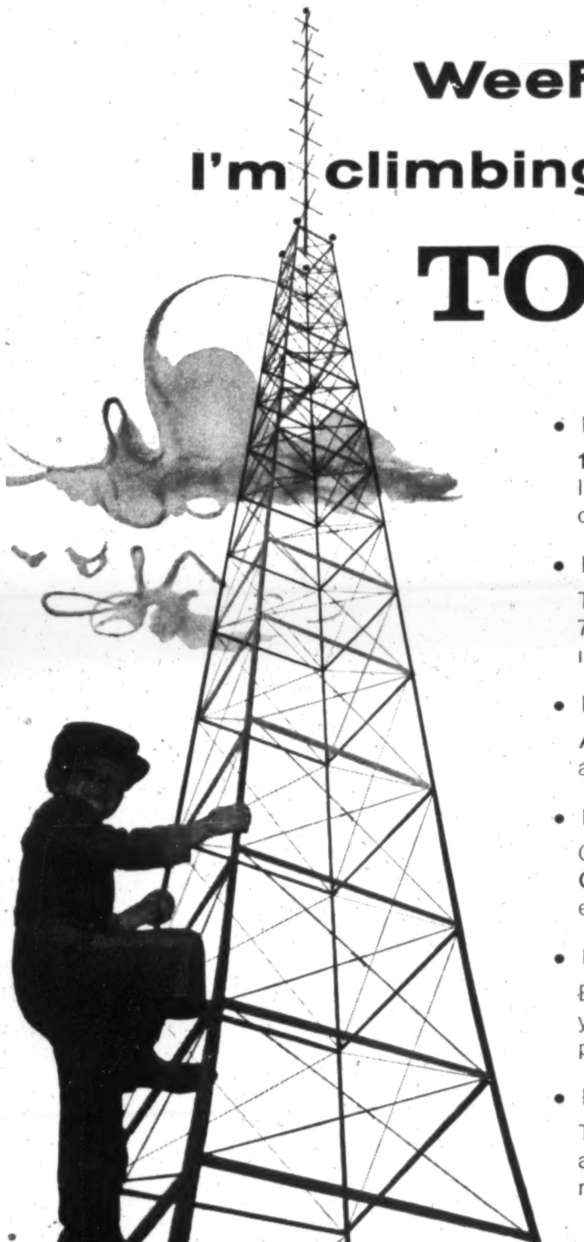
1 LIFETIME GUARANTEE ON NEW CERAMIC-ARMORED MUFFLER AND TAIL-PIPE STANDARD ON ALL '61 MODELS

2 12-MONTH, 12,000-MILE WARRANTY EXTENDED TO ALL NEW RAMBLER OWNERS

More Evidence That
RAMBLER IS THE NEW WORLD STANDARD OF BASIC EXCELLENCE
AMERICAN MOTORS CORPORATION, DETROIT 32, MICHIGAN

**WARRANTY**—*Ford Motor Co. started something when it announced it is extending its car warranty to 12,000 miles or 12 months, depending on which comes first (AA, Oct. 3). All the other major car makers have followed suit. General Motors and American Motors have run the above newspaper ads, with American also giving a life guarantee on its muffler and tail-pipe assembly. Chrysler and Studebaker-Packard have also announced warranties.*

WeeReBeL says:
I'm climbing into the
TOP "100"



- **NEW!**
  **1293 ft. tower** blankets **Georgia's** second largest market*! More than twice the height of former tower!
- **NEW!**
  Total **Grade "B" Audience** increase of over 72%. Now more than 193,000 television homes in 55 **Georgia** and **Alabama** counties!
- **NEW!**
  **Ampex Videotape** facilities, both live studio and on-location remote equipment.
- **RENEWED!**
  Georgia's second largest market — the **Columbus Metropolitan Area** with the highest per-family income in the state.
- **RENEWED!**
  Established prestige of continuous seven year dominance in ratings, homes delivered, public service and lowest CPM.
- **RENEWED!**
  The same **"personal"** service from management, along with balanced programming, client contact and community trust!

*1293' above average terrain

**Jim Woodruff, Jr.,** Pres. & Gen. Mgr.
**George "Red" Jenkins,** Dir. of Nat'l Sales

COLUMBUS, GEORGIA
WRBL-TV Channel.. 3
WeeReBeL ®

Represented by George P. Hollingbery Company

Greensboro-
GREEN THUMB
OF THE NEW
SOUTH'S MARKETS
VA
N C
ARK
S C
LA
MISS
ALA
GA
FLA
In The
Top 20 In
Total Retail Sales

**Quickest Route to Automotive Sales**

Greensboro's automotive sales stand out in the NEW South's top markets, bumper to bumper with Baton Rouge, Chattanooga and Mobile and other prominent markets. Drive for greater sales via the Greensboro News and Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for *"1960 Major U. S. Markets Analysis"* Brochure of all 300 Metropolitan Markets.

*Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation.*

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

**Represented Nationally by Jann & Kelley, Inc.**

# The most powerful selling force in print

**This Week**
MAGAZINE

CIRCULATION MORE THAN
**13,000,000**

### *After Brief Briefing . . .*

# Collins Goes into Action Pronto as NAB's New Head

## Remains Florida's Governor Until January, but Steps from Politics

Lane Collins McCollough

HE'S OUR MAN—*Influential NAB board members flank the association's president-elect, Gov. LeRoy Collins, after he was introduced to the 43-man board in Washington last week. Gov. Collins looks toward C. Howard Lane, exec vp of KOIN-TV, Portland, Ore., chairman of the selection committee. With them is Clair R. McCollough, president of Steinman Stations, Lancaster, Pa., chairman of the three-man policy committee which has directed the association since the death of Harold E. Fellows last March.*

WASHINGTON, Oct. 11—Minutes after he was approved yesterday as president of the National Assn. of Broadcasters, Gov. LeRoy Collins of Florida was in the front line trenches, helping the industry fight its battles.

Gov. Collins does not go on the NAB payroll until January (AA, Oct. 3, 10). But this afternoon he participated actively in separate meetings of the tv and radio boards, which took up such knotty questions as pay-tv and intensified NAB policing activities in the radio field.

The special meeting of NAB's 43-man board of directors took less than an hour to approve arrangements for the election of Gov. Collins as successor to the late Harold E. Fellows. His contract is for three years. While the terms were not officially disclosed, they reportedly involve an annual salary of $75,000, plus $12,500 for expenses.

■ The board met promptly at 11 a.m., and a little more than an hour later, Gov. Collins, who was waiting for the official word in his hotel room, was called to receive the unanimous ovation which signified his election.

Before the day was over, board members were singing his praises. He addressed the board briefly during a closed luncheon, and spoke up during the tv and radio meetings in the afternoon.

While the nature of his comments at the closed meeting was not revealed, some directors were starry-eyed at "his amazing ability to comprehend the problems that came up for discussion."

Gov. Collins participated in the discussions, as the tv board moved to get NAB into the hearings before the Federal Communications Commission later this month on Hartford Television Co.'s application for a pay tv test in Hartford.

■ While FCC has held that only interests with a direct stake in the Hartford test will be heard, the tv board adopted a resolution reaffirming NAB's position against the use of the airwaves for pay tv, and instructed the association's staff to request permission to participate.

Other actions taken, with Gov. Collins present, included: (1) a resolution to continue to press for legislation to regulate community antenna systems; and (2) a pledge to support FCC in its jurisdictional dispute with the Federal Aviation Agency over regulation of tall tv antennas.

At the radio board hearing, Gov. Collins heard a progress report on stepped-up promotion of the radio code. John Meagher, NAB vp for radio, reported that 845 stations now subscribe to the code, which replaced the voluntary standards of good practice July 1.

■ While he is to remain governor of Florida until the expiration of his term Jan. 3, Gov. Collins moved immediately to separate himself from partisan politics. He resigned several offices which he held in the Kennedy-Johnson campaign organization, and cancelled political speaking engagements.

Pending the arrival of Gov. Collins at NAB, Everett Revercomb, the association's secretary-treasurer, is administering the organization, under the supervision of a three-man policy committee headed by Clair R. McCollough, president and general manager, Steinman Stations, Lancaster, Pa. Selection of Gov. Collins climaxed the work of a special committee headed by C. Howard Lane, exec vp and general manager, KOIN-TV, Portland, Ore.

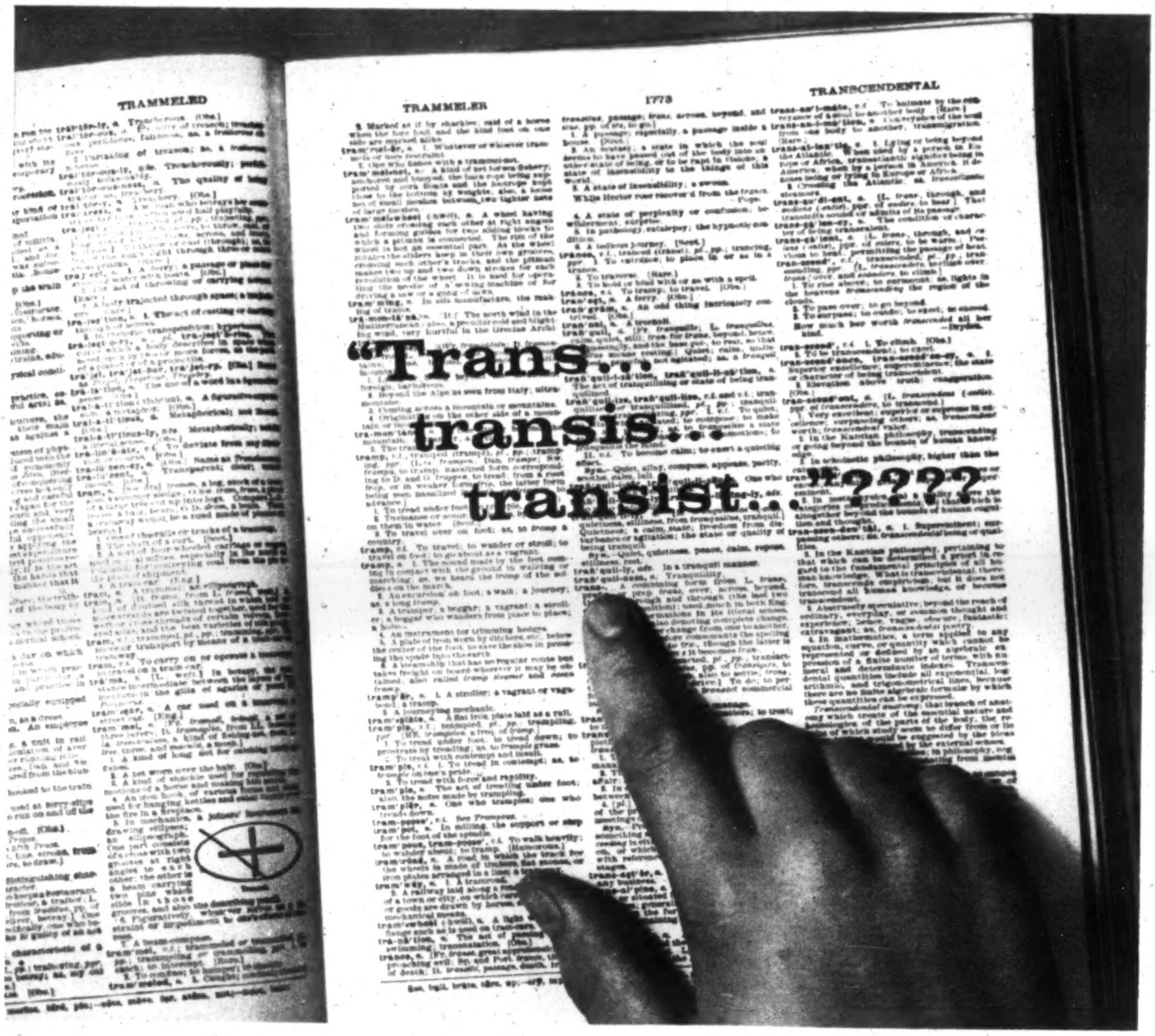
After the meeting, Gov. Collins told an impromptu press conference that there is so much public service in broadcasting that he does not feel he is making a sharp change in his career. He stressed that the NAB presidency is "an essentially non-partisan post," and he emphasized that he has "no ambitions beyond doing this job." #

### *'World Tennis,' Kable Sign Pact*

*World Tennis*, New York, has made an arrangement with Kable News Co., Mount Morris, Ill., under which the distributing company will purchase 11,600 copies of the magazine's November issue for newsstand distribution. The purchase contract, which provides for no returns, was described as the "largest order on a non-returnable basis ever arranged by a distributor."

### *Marshall Joins Wesley Day*

Mayfield Marshall Jr. has joined Wesley Day & Co., Des Moines, as director of business development. Mr. Marshall was formerly an advertising sales and merchandising representative of Meredith Publishing Co.



Five years ago, *transistor* wasn't even in the dictionary, much less in the spotlight. Yet today, semiconductors are a $500 million industry!

This is one more example of the "new, today – old, tomorrow" pace of U.S. business. Daily, scores of new and improved items compete for industry's O.K. Never has the market been so dog-eat-dog, and the pace is picking up!

In this free-for-all, you have to get your product message to the people who count, and account for purchases totaling 80% of our Gross National Product. Among product-news publications, only one delivers them. That's Industrial Equipment News.

Each month, I.E.N. reaches some 80,000 of American industry's top decision makers in over 40,000 plants in 452 of the nation's major industries. It's a sharp audience and a responsive one, too, because these executives have learned through experience to count on I.E.N. to keep them abreast. No other publication is as up-to-the-minute, or comprehensive.

To sell the people who must be sold, tell your product story in I.E.N. For our new Media Data File, write today.

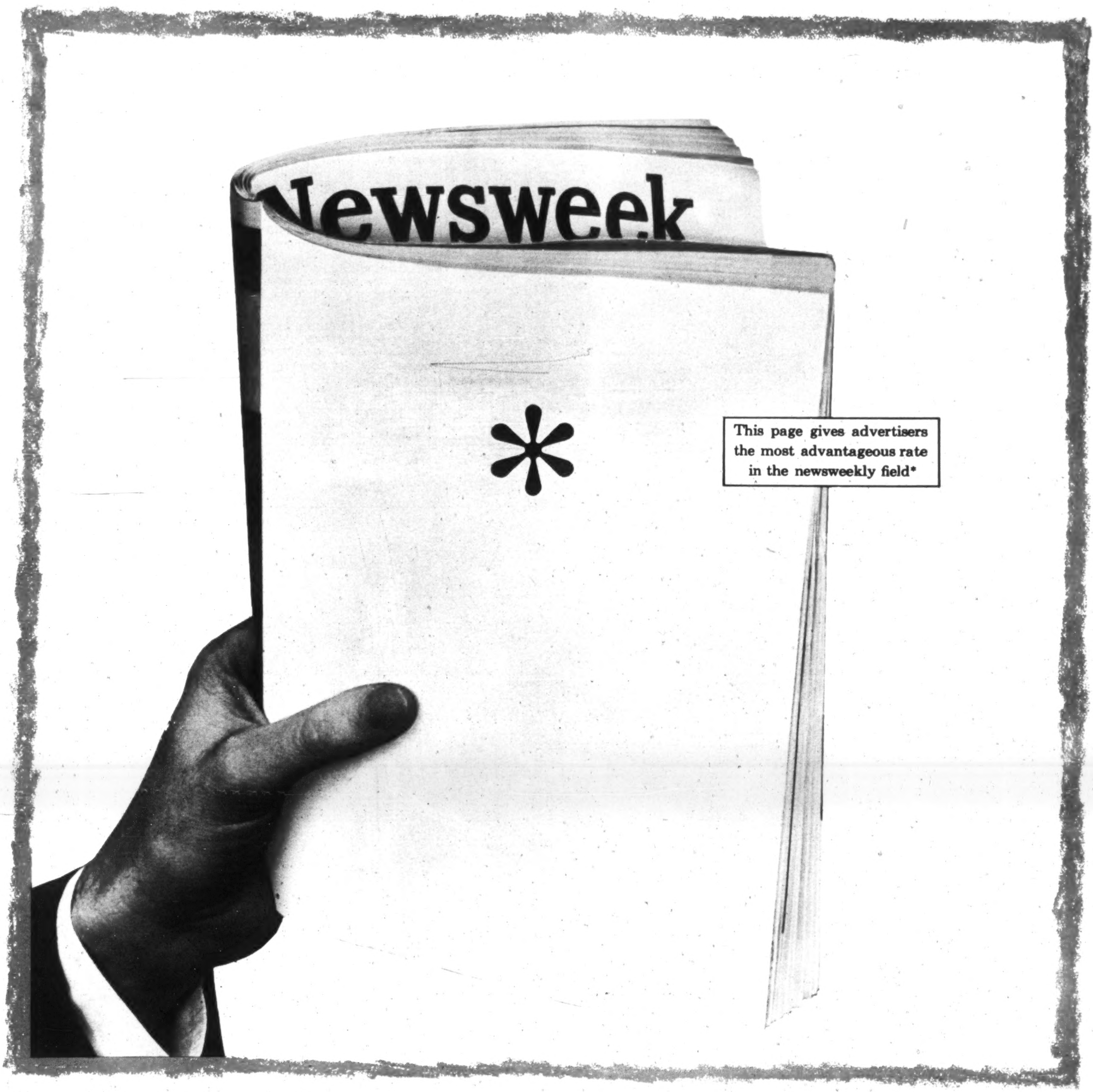
Industrial Equipment News

IEN

*good for selling... because it's used for buying*

**Industrial Equipment News** BPA

**461 Eighth Avenue, New York 1, N. Y.** / *Thomas Publishing Company Affiliated with Thomas Register*



This page gives advertisers
the most advantageous rate
in the newsweekly field*

# *Where every advertising dollar delivers more management readers

Consider, for example, the vitally important field of technical and operating management. Here you'll find the prime movers behind America's technical and production achievements. A recent survey conducted among production, engineering, purchasing and general management executives within large metalworking companies (listed in the Dun & Bradstreet Metalworking Directory) proves that ***Newsweek is read by more of these influential executives per advertising dollar*** than is any other newsweekly.

Why do so many management men read Newsweek? First, because they prefer not opinion, but fact—and Newsweek reports the news fairly, without prejudice or distortion. Second, because they have interests in many fields outside of business—and Newsweek covers the complete spectrum of the news. Every advertising dollar in Newsweek delivers *more* of them. Shouldn't *your* ad dollars be in Newsweek? Ask your agency.

Newsweek
N
W
E
S

*The world-wide newsweekly for communicative people*

# Dentsu Nears $150,000,000 Level in Billing: Yoshida

## Head of World's No. 5 Shop Call's McCann Japan Move 'Good Influence'

NEW YORK, Oct. 14—The head of the world's fifth largest advertising agency today ended a one-month tour of the U. S. and headed back to Tokyo.

Hideo Yoshida, president of Dentsu Advertising, was here as a member of a top-management Japanese productivity team. It was his first visit to the U. S. since the international agency meeting sponsored by the American Assn. of Advertising Agencies in 1956.

Interviewed by ADVERTISING AGE, Mr. Yoshida expressed regret that he was unable to spend much time with the American advertising community. He explained that he had to rush home for the Asian advertising conference being sponsored by Dentsu in Tokyo later this month.

Mr. Yoshida, a small, wiry man dressed in a double-breasted blue suit, reported that Dentsu is having another one of its bumper years.

■ He estimated that the agency will bill "at least $150,000,000" this year, compared with the $123,600,000 reported for 1959.

Dentsu, he added, now has 3,000 employes, compared with the 2,600 reported for 1959.

One agency Mr. Yoshida did make time to visit was McCann-Erickson, which is planning to open shortly in Japan. He told AA that two top McCann executives, Art Grimes and Bert Stilson, recently visited him in Tokyo to discuss the impending invasion.

**HANDS OFF**—*"It would not be right for advertising to try to influence the mass media" (politically), says Mr. Yoshida.*

Mr. Yoshida said he welcomes the McCann move as one likely to have "a good influence" on Japanese advertising. He warned, however, that McCann must be prepared to have a top-quality office if it wants to survive in Japan.

Although Mr. Yoshida said there are only 10 Japanese agencies offering a full range of services, he described the agency business as "very competitive," with the competition centered about "quality of services."

■ Mr. Yoshida outlined the "three most significant problems" facing Japanese advertising today as follows:

• **1.** Effective this month, a fully organized circulation auditing bureau goes into operation. It took eight years to get the ABC-style organization going. Four major newspapers were the holdouts, but they came into the fold six months ago.

• **2.** The Japanese government's decontrol of export-import regulations opens an era of "intensive competition" for Japanese manufacturers, both at home and abroad. Japan has a great need for well-trained international advertising executives. Dentsu is attacking this problem with a training program.

**DENTSU**—*It'll bill "at least $150,000,000," says Mr. Yoshida.*

• **3.** Japan's mass media traditionally have been "liberal" or "slightly leftist" in attitude. Hence, Japanese advertisers find themselves forced into using papers which are hostile to the free enterprise system.

■ On the latter point, Mr. Yoshida reported that after the violent anti-Eisenhower riots of last June, business and political leaders came to him, as head of the country's largest agency, and asked whether something could not be done to change the tune of the newspapers.

Mr. Yoshida said he told these callers that "it would not be right for advertising to try to influence the mass media in this way." However, Mr. Yoshida added that he made *his* influence felt among Japanese broadcasting stations. Mr. Yoshida is on the board of 20 of these broadcasting companies.

The Dentsu president is no relation to Shigeru Yoshida, the Japanese foreign minister, although the two are "good friends."

■ Mr. Yoshida was graduated from Tokyo University in 1928, an economics major. He went to work immediately for Dentsu, which before the war operated Japan's leading news wire service. Mr. Yoshida said he was "placed" in Dentsu's advertising department, which he admits was "not necessarily my desire."

Mr. Yoshida's job was to sell advertisers on using regional and local newspapers. These papers, in most cases, sold their entire white space to Dentsu.

Mr. Yoshida explained that the papers paid for this advertising representation by buying Dentsu's news service. He recalled, with a smile, that when Dentsu was successful in selling a great deal of advertising, the papers paid for this business by buying more of the news service.

■ The Japanese advertising business is different today, although Mr. Yoshida said it is still in "transition" from the space broker era.

As an example of the strides that have been taken, he pointed out that before the war a college graduate would not enter advertising except "involuntarily" or "by mistake," whereas Dentsu recently had 1,000 applications from college graduates when it sought to fill 100 new positions.

The New York contact office is the only office Dentsu has outside of Japan, and while Mr. Yoshida said the agency is keenly interested in international expansion it does not expect to move in this direction until it can overcome "the language barrier."

Mr. Yoshida himself cannot speak English. During the AA interview he was flanked by an excellent interpreter, Hichinosuke Yoshioka, manager of Dentsu's New York office. #

**Why liquor advertisers put us first among all New York evening newspapers**

Good friends, good times, contribute to the good life of New York's better-income families. The World-Telegram, New York's *quality* evening newspaper, reaches and influences these families at home. That's why, during the first nine months of 1960, more liquor advertising was placed in the World-Telegram than in any other New York evening newspaper—in fact, more than in the other two combined! *The World-Telegram conducts a New York Market Liquor Audit, a continuing monthly measurement of brand sales in package stores. This is the only regular service of its kind providing these facts at no cost to advertisers. Ask about it.*

**Among New York's evening newspapers, the World-Telegram is:**

- First in **Retail** Advertising
- First in **Financial** Advertising
- First in **General** Advertising
- First in **Automotive** Advertising
- First in **Total Display** Advertising
- First in **Total** Advertising

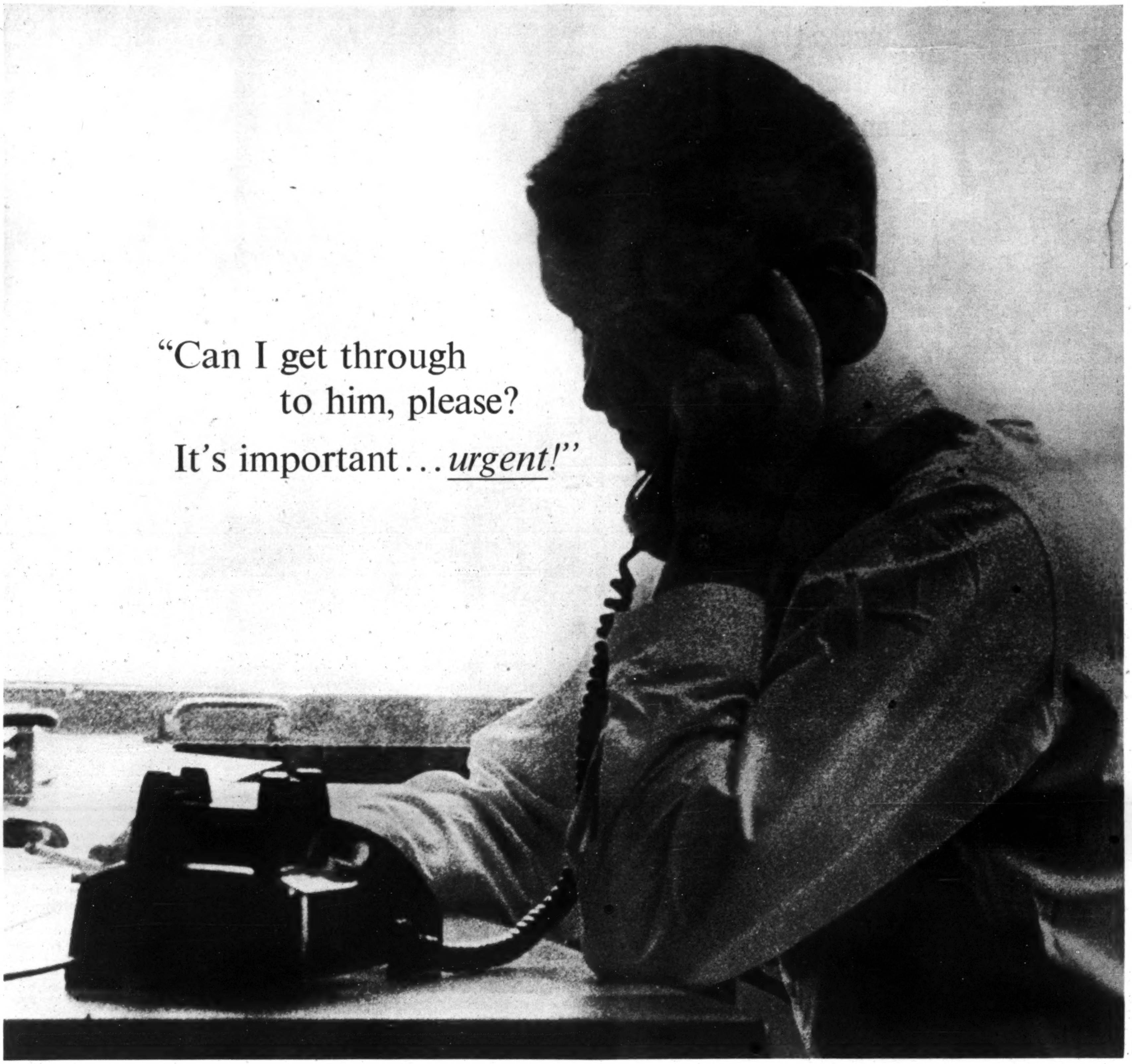
Source: Media Records

New York's *quality* evening newspaper

New York World-Telegram and The Sun

A SCRIPPS-HOWARD NEWSPAPER

clay Street, New York 15, N. Y. • BArclay 7-3211
*Or Scripps-Howard General Advertising Offices:*
rk Avenue, N. Y. C. • Chicago • San Francisco
• Detroit • Cincinnati • Philadelphia • Dallas


"Can I get through
to him, please?
It's important . . . *urgent!*"

It really takes a matter of importance or urgency to get through to important people these days. That's why more and more national advertisers are making "U.S.News & World Report" the spearhead of their advertising campaigns. It's the only magazine that concentrates its entire content on the important news, the urgent news that "gets through" to more than 1,175,000 important, decision-making people every week. These important people read "U.S.News & World Report" because this is news they use . . . not always just the bare facts, but the meaning of those facts . . . so helpful in shaping important plans and decisions. For advertisers seeking to "get through" to America's most important customers and prospects, this may well be . . .

*the most important magazine of all*

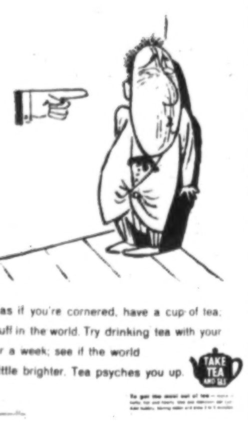
U.S.News & World Report
THE COMPLETE NEWS—IN DEPTH

Advertising offices:
45 Rockefeller Plaza,
New York 20, N.Y.
Other advertising
offices in
Boston,
Philadelphia,
Pittsburgh,
Cleveland,
Detroit,
Chicago,
St. Louis,
San Francisco,
Los Angeles,
Washington,
London.

# U.S.NEWS & WORLD REPORT

America's Class News Magazine

**NOW MORE THAN 1,175,000 NET PAID CIRCULATION**



When you feel as if you're cornered, have a cup of tea; most cheerful stuff in the world. Try drinking tea with your evening meal for a week; see if the world doesn't look a little brighter. Tea psyches you up.

**PSYCHIC**—*The Tea Council of the U.S.A. has abandoned spot tv commercials, its prime medium last year, in favor of ads like this in Life, Look, The New Yorker and The Saturday Evening Post. The council has come up with a new line, "Tea psyches you up." Leo Burnett Co. is the agency.*

# Tea Council Shifts All Ads to Print

NEW YORK, Oct. 13—The Tea Council of the U.S.A., which invested $1,200,000 exclusively in spot tv last year, will pour this season's hot tea advertising money into print media.

The council, jointly sponsored by India, Ceylon, Indonesia and the U.S. Tea Assn., announced this week that its current $1,400,000 budget will go into the national edition of *The New Yorker*, regional editions of *Life*, *Look* and *The Saturday Evening Post*, and roto sections of the *Chicago Tribune, Cleveland Plain Dealer* and *Detroit News*.

The new campaign, covering the November-through-March hot tea season, will retain the "take tea and see" slogan used in the spot tv commercials, plus a subordinate catchline, "Tea psyches you up." The magazine campaign will break with an insertion in the Nov. 12 issue of *The New Yorker*. Newspaper ads will appear, starting Nov. 13.

Leo Burnett Co. is the agency. #

## *Magazines Weak in Merchandising Aid: Jantzen's Citron*

NEW YORK, Oct. 14—"Most magazines do a poor selling job and an equally poor merchandising job."

Alvin Citron, advertising and sales promotion manager of the women's sportswear division of Jantzen Inc., Portland, Ore., made this charge at a *Glamour* sales convention here.

He urged magazine advertising personnel to acquire a "better knowledge" of merchandising, claiming that it is up to the magazines to help advertisers get more out of their ad pages.

In merchandising assistance, according to Mr. Citron, "ideas that are specifically tailored to an account are what really matter. Just one idea a year can ofttimes make the difference between an ad and a schedule."

He said that even the large advertiser, "with money to spend," must still wrestle with the problem of never having enough money to buy as much space as he would like. #

### *Brown Heads Ad Assn.*

Willis Brown has been elected president of the Midwest Newspaper Advertising Executives Assn. Mr. Brown is assistant ad director of the *Minneapolis Star & Tribune*.

# Lionel Sets Spots in Own 27-Minute Fantasy TV Film

## Magazines, Contest Also Used in Pre-Yule Electric Train Drive

NEW YORK, Oct. 13—Lionel Corp. is laying the track for an extensive spot tv pre-Christmas push on at least 75 stations in 38 markets in the U. S. and three stations in Canada, starting in early November.

In addition to a heavy schedule of one-minute and 20-second announcements in those markets, the toy train maker will run minutes around a 27-minute color feature film it has produced, called "The Wonderful World of Trains." The film stars the Suzari puppets and child actor Paul O'Keefe. It is a fantasy in which a hobo puppet tells the boy about the unusual trains he has seen in his travels. Lionel equipment is used in the film, but the only mention of the name is a tag line in the beginning —"Lionel Corp. presents."

The film will be run one time in December on each station on Lionel's tv schedule. The train maker will buy three one-minute spots to be inserted before, after and in the middle of the film.

▪ The film also will be available, free of charge, to department stores, schools, parent-teacher groups and clubs. Stores may insert their own credits in the film.

Lionel's group of four one-minute and four 20-second commercials also will be available to department stores for use on local stations with insertions of their names.

One of the minute spots, designed to build store traffic, will promote a contest for children. To enter, a child must visit a dealer and ask for a Lionel catalog. The catalog contains three layouts of train tracks. The entrant must copy the layout with his own Lionel equipment, embellishing it with his own imaginative touches, and then send in a picture of his layout. Prizes in the advanced, intermediate and junior divisions are $1,000, $500 and $250, respectively, with 500 additional awards of Lionel merchandise to be made. The contest closes Jan. 31, '61.

▪ When a child picks up his catalog from the dealer, he is invited to join the children's club, "Lionel Railroad Co." The club was started last April and already has 1,000 members.

In addition to spot tv, Lionel again will co-sponsor Macy's Thanksgiving Day parade in New York on NBC-TV. Ideal Toy Corp. is the other sponsor. Both are handled by Grey Advertising Agency.

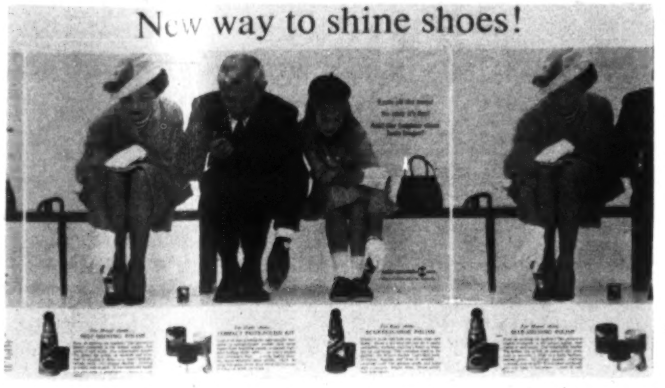
Page ads will be run in *Handbook for Boys, Model Railroader, Model Trains, Popular Mechanics* and *Railroad Model Craftsman*. #

### *Ted Bates Names Three*

Arthur Stangby, media manager of S. C. Johnson & Son for the past seven years, has joined Ted Bates & Co., New York, as an account executive. Paul G. Indorf, formerly copy chief of Street & Finney, has joined Bates' copy department. Robert J. Lyon, who joined Bates last year as account supervisor on Wallace Laboratories, has been elected a vp.

### *Viroqua Names Hubert*

Viroqua Doors, Viroqua, Wis., manufacturer of fiberglass refrigerator and cooler doors, has appointed Thomas J. Hubert Advertising, Cudahy, Wis., to handle its advertising.



New way to shine shoes!

**CONTINUOUS**—*Advertising for new shoe polish from S. C. Johnson & Son will include this pre-printed wallpaper-type insert newspaper page in 51 newspapers. The page can be cut at any point and still include one complete ad. The headline is printed by the newspapers.*

# *Used to Be 'Remember Alamo'; Now It'll Be 'Can't Forget It,' Thanks to Big Ad Push*

NEW YORK, Oct. 14—ADVERTISING AGE this week received one of the biggest news releases in its history. It was a bulky, 184-page affair, costing over $14,000, put out by Russell Birdwell to herald the coming of John Wayne's $12,000,000 movie, "The Alamo." Unfortunately, there was not one word in the colossal release about advertising.

But a phone call to Mr. Birdwell elicited information to the effect that as much as $2,000,000 may be spent to advertise and promote this movie. Some $800,000 of this is to go into advertising. The advertising as well as the promotion is being handled through Mr. Birdwell.

The mammoth press release itself cost $14,752 to print. Another $3,500 is being spent to mail it out.

Mr. Birdwell said Mr. Wayne's company, Batjac Productions, broke filmland precedent by starting the advertising for "Alamo" in *Life* in March, more than a half year before the world premiere, set for San Antonio Oct. 24. The soft-sell page was followed by an equally soft-sell three-page gatefold in the same magazine; there was no mention of the movie—just copy on the history of the Alamo.

▪ In August, there were pages in 37 newspapers in 12 cities announcing the opening dates. The show is being presented on a reserved seat basis. Page ads are set for the November *Good Housekeeping* and the December *Cosmopolitan* and *Town & Country*. For 1961, more magazine ads are planned. There will be a separate schedule in religious magazines next year.

About $50,000 has been spent so far in movie business publications; another $50,000 is budgeted for after the opening. This list includes *Box Office Digest, Box Office, Film Daily, Greater Amusements, Hollywood Diary, Hollywood Reporter, Independent Film Journal, Motion Picture Daily, Motion Picture Herald* and *Variety*.

▪ The spot tv and radio buildup started in each market about three weeks before the late October premieres. For tv, there are one-minute and three-minute trailers scheduled hourly. Radio minutes are running on the same frequency, as near to news as possible.

Mr. Wayne's latest movie, which he produced and directed as well as played in, will get an extra box office push from a full hour on ABC-TV, Nov. 14. This hour special—a film version of the end-of-the-movie party staged in Brackettville, Tex., by Mr. Wayne —will be sponsored by Pontiac. #

# Canada Nabisco Account Goes to Walsh, Thompson

## Marketer Says Move Reflects 'New Policy,' Not Discontent with K&E

TORONTO, Oct. 13—Nabisco Foods Ltd. and Kenyon & Eckhardt have called it quits in Canada, effective Jan. 1.

J. Walter Thompson, which currently handles Rose Brand jams and pickles and Milk Bone and Fetch pet foods for the company, has been given Shreddies, 100% brand and 8-Pack cereal products.

Walsh Advertising has been awarded the accounts of Nabisco shredded wheat, Goroits and Nabisco rice flakes.

The loss to Kenyon & Eckhardt is estimated at $600,000 a year in billings. The Walsh acquisition is estimated to bill $325,000, the JWT segment $275,000.

Nabisco stressed that the move is "in keeping with a new marketing policy and in no way a reflection on Kenyon & Eckhardt."

▪ Observers here were somewhat at a loss to understand the development, since sales of Nabisco's cereal products had reached new highs in the past year.

Kenyon & Eckhardt, which recently reorganized its Canadian operations, under the direction of Edgar B. Feree, last month gave its annual billings as $2,820,000.

In the past two years K&E also has lost the Pepsi-Cola account and the RCA account. It has acquired Elgin watch, Reddi-Wip and two products of Nestle (Canada).

It is understood that Nabisco will continue to use K&E in the U.S. #

### *Screen Gems Names Two*

Arthur Greenfield, formerly a salesman in San Francisco for Screen Gems, tv film distributor, has been named north central manager of the company, with headquarters in Detroit. Bill Kaufman, previously with Connie de Nave Associates and National Telefilm Associates, has rejoined the Screen Gems' publicity department in New York.

### *Mathes Boosts Halstead, Cox*

Donald Halstead, a vp and group supervisor of J. M. Mathes Inc., New York, has been named secretary of the agency in addition to his other duties, succeeding Doug Hathaway, who has retired. Alfred E. Cox, Mathes treasurer and vp, has been named a director of the agency.

# S. C. Johnson Sets Shoe Polish Push

RACINE, WIS., Oct. 13—S. C. Johnson & Son will introduce its new line of shoe polishes in some 20 states in the upper eastern third of the U.S. this month.

The company said it would launch the "biggest advertising program in shoe polish history" for the product, which has been test marketd in Ohio since last February (AA, Feb. 1).

The kick-off will come next Tuesday (Oct. 18) via the Red Skelton show (CBS-TV), when the company cuts in on the network to present an ad for shoe polish on 58 stations covering the area where the product will be introduced. The rest of the network will carry an ad for an improved version of Johnson's Stride floor wax. The cut-in procedure will be used on four other CBS tv shows—Garry Moore show, "Zane Grey Theater," Ann Southern show and "The Angel."

▪ Newspaper ads will also be used heavily beginning in late November. Johnson has scheduled ads —many in color—in 67 newspapers in 51 cities, and color pages will run in 16 supplements in 17 cities.

In 51 newspapers covering 34 smaller cities, the company will use wallpaper-type color preprinted insert pages. These are delivered to the newspapers in roll form, and are designed so that they can be cut at any point and still include at least one complete ad. The local newspaper will imprint the headline ("A new way to shine shoes").

Johnson also will use tv spots, New York subway posters and point of sale material.

▪ The company is introducing four shoe polishes—a "kit in a can" and three polishes in plastic squeeze bottles with applicator tops. The kit, primarily for men's shoes, contains a paste wax, a sponge-plastic dauber and a shine cloth that tucks into the handle of the dauber. The liquids include a self-shining polish for adult shoes, and a scuffed-shoe polish for children's shoes.

Johnson did not say when the products would go into complete national distribution.

Douglas L. Smith, advertising and merchandising director, said the Ohio test for the shoe polishes was "extremely successful." This is the company's initial entry into the shoe polish field, said to be an $85,000,000-a-year market.

Needham, Louis & Brorby, Chicago, is the agency. #

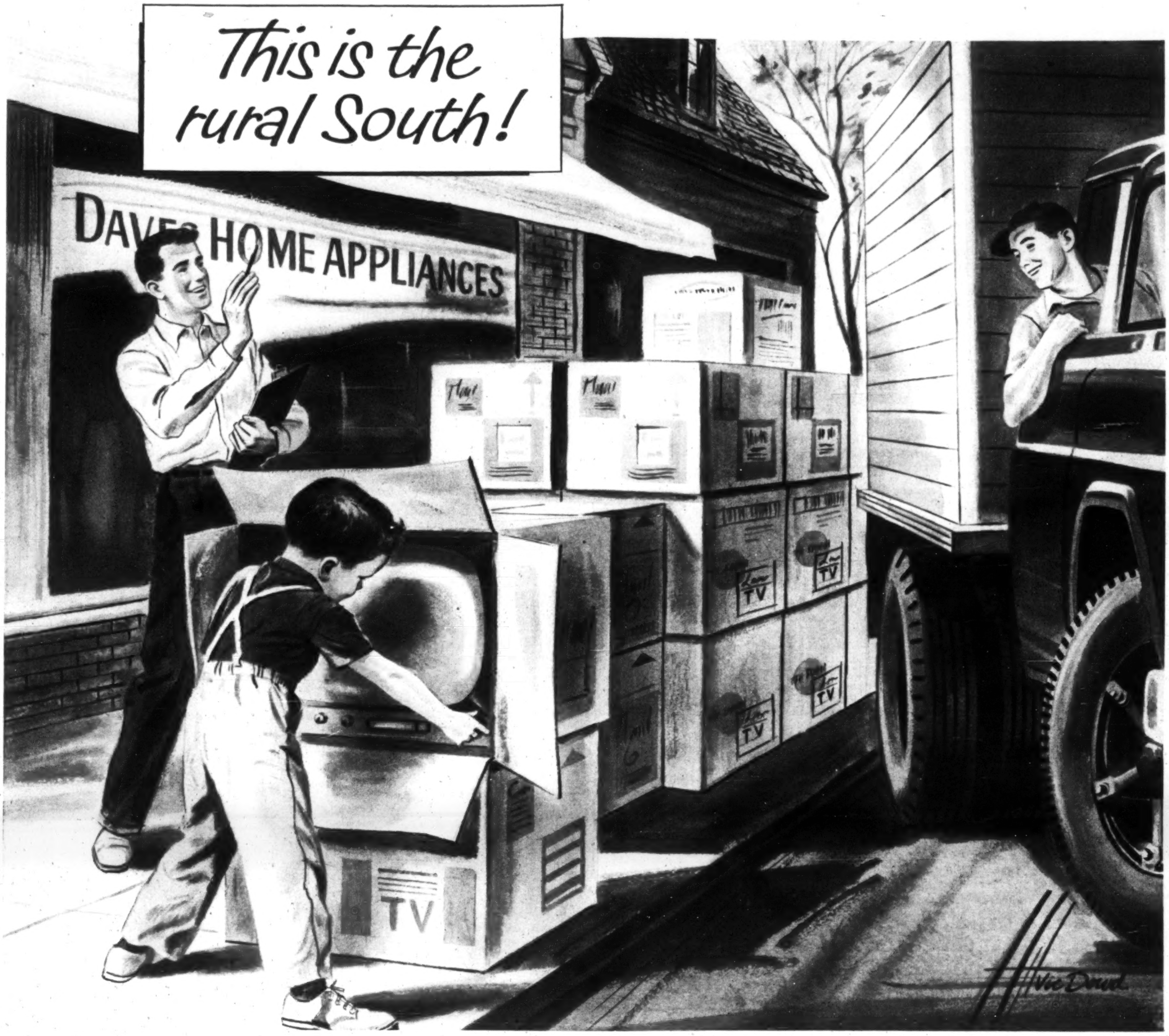
## *Raisin Board Sets $480,000 Ad Push*

SAN FRANCISCO, Oct. 11—A $480,000 consumer publication campaign will be launched in January by the California Raisin Advisory Board, with full color page ads in *Better Homes & Gardens, Good Housekeeping, Parents' Magazine* and *Sunset Magazine*.

Prepared by J. Walter Thompson Co., the magazine campaign will extend for six months, with each month featuring a special theme, such as raisin bread during January and February, baked goods in March and April, and raisin cookies during May and June.

Business publications will also be used and the last four months of the campaign will involve the additional use of *Progressive Farmer, Successful Farming* and *True Confessions*.

The raisin board has also announced that early next year it will allocate $90,000 for an "experimental" tv campaign to be conducted in three test markets. #



# The Appliance Picture is Brightest in the Rural South

**Of all rural markets** for home appliances, the rural South is the richest by far! It includes a big 53% of all households in the South, perennially the nation's leading appliance market. What's more, this Southern leadership becomes more dominant year by year! In 1957, 8 out of 12 major appliances sold best in the South; in 1958, it was 9 out of 12; by 1959, the South led in sales of 10 out of 12 major appliances!

Appliance advertisers can reach this rich, rural South with just *one* media buy—The Progressive Farmer. Alone, The Progressive Farmer delivers a *$645 MILLION* appliance market that's almost completely missed by national urban magazines. Even the combination of Life, The Saturday Evening Post, and Better Homes & Gardens misses 81% of The Progressive Farmer's 1,408,000 subscriber-families! So, for home appliances—or any product made for family living or farm production—let The Progressive Farmer fill that big rural South gap in your national coverage. Buy The Progressive Farmer *first*...for most sales South!

**More than 5,770,000 READERS in the 16 Southern States**

## THE PROGRESSIVE FARMER

*Advertising Offices:* BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

# FTC Drive Against Auto Guarantees Widens to Other Durable Goods Fields

## Grace Period Nears End, Legal Aide Warns; Backlog Growing

WASHINGTON, Oct. 12—The Federal Trade Commission's current analysis of guarantee advertising is fast snowballing into one of its most ambitious advertising cleanups, enveloping large segments of the durable goods field.

The commission told ADVERTISING AGE early this month that it was concerned with ads which heralded the newly extended guarantees of automobile manufacturers (AA, Oct. 3). Now FTC officials report that the dockets of the bureau of consultation go far beyond autos, and involve scores of manufacturers of major appliances, especially refrigerators and air conditioners, water heaters, hand tools, and flashlight batteries.

"Every month we're piling up more and more cases," William Dixon, legal adviser on guides to the director of the bureau of consultation, told AA. Since the "guides against deceptive advertising of guarantees" were issued in April, he said, FTC has accumulated more than 80 cases in that field alone.

■ The commission's present strategy is to give manufacturers a chance to revise their ads voluntarily, without legal repercussions. The idea, FTC officials say, is to clean up the guarantee ads quickly, cheaply, and without putting anyone at a competitive disadvantage.

Mr. Dixon made it clear, however, that the grace period is just about over. "The word is pretty well spread around," he said. "The time for compliance is now." He said FTC is "discouraged" with the slow way automobile manufacturers are ridding their ads of incomplete guarantee claims.

FTC first found itself with a big backlog of guarantee cases after it issued its guarantee guides in April. Since then, the commission has been watching for ads which fail to include all the conditions and qualifications of the guarantee in the ads.

In the case of refrigerators, for instance, some guarantees cover parts of the product, but not the whole product; also, the guarantee for some water heaters is prorated, as guarantees for tires and batteries are. FTC is pushing manufacturers to include these qualifications in their ads.

■ The commission turned its attention to the auto industry after all the car manufacturers extended their guarantee claims to 12,000 miles or a full year. It's concerned about the emphasis on improved guarantees.

"While there may be such a thing as an unconditional guarantee, I don't know about it," Mr. Dixon said. "'See your dealer' won't do."

As evidence of "developing industrywide patterns" of deceptive guarantee ads pour in, FTC blankets each industry with letters requesting (1) a copy of the company's guarantee; (2) tearsheets of all guarantee ads. The commission also invites the company to submit a statement defending the ads.

Mr. Dixon said, "In a large percentage of cases, the company brings in the material itself, especially if we disagree, and we thrash it out face to face."

After a certain amount of "thrashing it out," Mr. Dixon said, FTC has to ask for compliance. "We're not in a position where we can bargain," he told AA. "The law's the law."

■ In its efforts to get the guarantee problem corralled, one of FTC's big obstacles is lack of money and manpower.

The guides program, which constitutes FTC's wholesale approach to the problem of raising advertising standards, has a staff of only five men.

When the commission pioneered with "guides against deceptive pricing" two years ago, the bureau of consultation had a backlog of 125-150 cases. Now, with the guides on deceptive guarantees, and the guides against illegal advertising allowances added, the backlog totals 700 cases, including 450 still remaining in the area of deceptive pricing.

■ The bulk of FTC's business comes from individual complaints, Mr. Dixon said. Encouraged by commission chairman Earl W. Kintner, more and more business men are picking up the phone to tell FTC about deceptive ads which are stifling competition. If the commission suspects the problem is industrywide, it either asks the business man for a list of other companies in the field or compiles its own list, based on figures drawn up by trade associations or better business bureaus.

A second kind of complaint comes in from disillusioned customers, neighbors of FTC officials, or even from the FTC staff itself.

■ In their continuous monitoring of print and broadcast advertising, FTC's staff of four monitors is under orders to give the bureau of consultation every ad covered by any of the guides against deceptive advertising. Mr. Dixon's desk and those of his associates are piled high with ads which must be checked against the ground rules for cigaret ads (no nicotine claims); tire ads (don't say "super deluxe" when you're referring to a third grade tire); "list" price ads (don't say "was $19.99" when it never was); and guarantee ads.

Mr. Dixon pointed out that some of the gripes lodged with the commission are unfounded. For instance, he said, FTC has never required companies to print the full text of the guarantee in the ad. A "short, concise statement" is enough, he said.

Mr. Dixon stressed that failure to disclose the full conditions of the guarantee in ads because of lack of time or space is never permissible. He emphasized that the phrase "ask your dealer" is "uniformly rejected as proof of compliance." #

### *McCann-Marschalk Adds Three*

McCann-Marschalk Co., New York, has added three accounts: Corporate advertising of Textron Inc.; Canadian advertising of Sargent of Canada, maker of architectural locks and builders' hardware; and American Luggage Works, Warren, R. I. The Sargent account had last been with Gent Advertising, Toronto. The Textron business had been with Kastor, Hilton, Chesley, Clifford & Atherton, New York. John C. Dowd Inc. formerly handled American Luggage.

### *Salada Names Anderson*

H. J. Anderson, formerly an advertising manager of General Mills, Toronto, has been named advertising manager for the Canadian operations of Salada-Shirriff-Horsey. He succeeds J. D. Tobin, who has become director of sales, eastern region. Mr. Tobin's previous title was director of advertising.

4 happy thoughts for the holidays with NESTLÉ'S CHOCOLATE & DIAMOND WALNUTS
1.
2.
3.
4.
COOKIN' COUSINS
NESTLÉ'S CHOCOLATE & DIAMOND WALNUTS
NESTLÉ'S SEMI-SWEET CHOCOLATE

COOKIN' COUSINS—*A "cookin' cousins" promotion tie-up between Diamond Walnut Growers Inc., Stockton, Cal., and Nestle Co., White Plains, N.Y., will be launched in the November issues of Family Circle, Farm Journal, Ladies' Home Journal, Successful Farming and Woman's Day with this full page plus adjoining column in color. McCann-Erickson is the agency for both accounts.*

# Conoco Account to Clint Frank

*(Continued from Page 1)*

eight cities, ADVERTISING AGE learned.

■ The list of 16 agencies was narrowed to five finalists who were invited to make presentations for Conoco executives in Houston. The other finalists, AA learned, were Campbell-Ewald Co., Fitzgerald Advertising, Gardner Advertising and Sullivan, Stauffer, Colwell & Bayles.

Continental reportedly met with several giant agencies in New York and Chicago but later felt that a fast-moving, flexible medium-size agency would be more desirable.

The Frank agency will handle the account out of Chicago and no branch offices will be opened. Perry Brand, vp of the agency, has been named account supervisor.

Although the Frank agency has never had an oil account before, many of its key executives and account personnel have had extensive oil experience at other agencies.

■ Continental Oil has a 28-state marketing area, primarily in the middle states of the U. S. from Canada to the Gulf of Mexico. Its products, marketed under the Conoco trade name, also are sold in Washington and Oregon but not in California. #

### *F&S&R Names Taylor to New Post; Appoints 3 Others*

Gene Taylor, formerly vp and creative director of McCann-Marschalk, has joined Fuller & Smith & Ross, New York, as vp and creative director, a new post. The agency said in "embarking on an intensive revitalization of our creative processes, our plans include the use of smaller teams of creative people and much more attention to experimental work in advertising effectiveness." Mr. Taylor will report to John McKinven, vp and manager of creative services.

F&S&R also has transferred Carl F. Schneck, account executive, from Pittsburgh to its Chicago office and has named Charles M. Skade treasurer, succeeding Clarence C. Reidenbaugh, who has retired. Mr. Skade has been senior vp of administration. On the West Coast, F&S&R has named David Mathews to the new post of head of all broadcast activities in the Los Angeles office.

### *Bourbon Institute Sets Drive*

The Schenley-sponsored Bourbon Institute, New York, will augment the bourbon brands holiday sales drive with full-page, four-color magazine and business paper advertising, kicking off in *Life* on Dec. 12. Featuring traditional drinks such as egg nog and tom-and-jerry, the schedule includes the Jan. 3 issue of *Look* (on sale Dec. 16). The same copy will be an insert in some liquor business papers and dealer-distributed publications. McCann-Erickson is the agency.

### *$30,000,000 in Oil Companies' Account Shifts in 1960.*

| Account | To | From | Billings |
|---|---|---|---|
| Cities Service | Lennen & Newell | Ellington & Co. | $ 3,500,000 |
| American Oil | D'Arcy | Joseph Katz Co. of New York | $5,000,000 - $6,000,000 |
| Mobil Oil (general petroleum) | Compton | Stromberger, LaVene & McKenzie | $ 1,000,000 |
| Shell Oil (except institutional and chemical accts.) | Ogilvy, Benson | J. Walter Thompson | $11,000,000 |
| Shell of Canada | Ogilvy, Benson & Mather | J. Walter Thompson | $ 1,500,000 |
| Standard Oil of N. J. (institutional) | ——— | Ogilvy, Benson & Mather | $ 1,000,000 |
| Union Oil Co. of Cal. (broadcast only) | Young & Rubicam | Erwin, Wasey Ruthrauff & Ryan | $ 3,000,000 |
| Continental Oil | Clinton E. Frank Inc. | Benton & Bowles | $ 3,500,000 |

# Frigidaire's Lehman Defends Model Changes

NEW YORK, Oct. 13—H. F. Lehman, general manager of the Frigidaire Division of General Motors, today defended the annual model change as "something very basic to our economic progress."

Speaking at a press preview of Frigidaire's 1961 line, Mr. Lehman said those who criticize the regular model change do not "understand fully the complexities of manufacturing progress and technological advance.

"By coming out with a new model each year, we are, in effect, dating our products for freshness," he explained. "When a customer buys a 1961 model Frigidaire electric range she has the complete assurance that the model is as fine and as up-to-date a range as we can make as of this date.

"Undated appliances, like undated bakery goods in the grocery store, may or may not be fresh. The customer has no way of knowing."

■ Mr. Lehman pointed out that the 1960 Frigidaire refrigerators required 61% fewer service calls than the 1948 models. Over this period, frequency of service calls on Frigidaire electric ranges declined 28% and on automatic washers, 67%, he said.

He also pointed out that a 1961 11-cubic-foot refrigerator carries a suggested retail price of $259.95, contrasted with $382.75 for the comparable 1951 model.

"We didn't make this progress by standing still," he said. "We did it by inducing people to buy products. And we accomplished this through product design, advertising and salesmanship. The regular model change is intimately associated with all three of these factors."

Mr. Lehman asserted that appliance makers are building "greater dependability and reliability" into each successive model. Pointing out that a full-line appliance company depends on satisfied customers for repeat business, he said:

■ "Surveys have shown us that the best prospect for a new Frigidaire appliance is the person who already owns another Frigidaire appliance. We are so sure of this that one of our national advertising campaigns for 1961 will be beamed directly to the millions of families who have at least one of our products in their homes."

Mr. Lehman estimated that in 1961 appliance sales will reach about the same level as in 1960, which he reported as down only about 6% from 1959, "a banner year," and about 8% better than 1958 and 6% better than 1957. #

# GE Won't Cut Ads Despite Strike; '61 Plans Undetermined

NEW YORK, Oct. 13—General Electric Co., hit by an International Union of Electrical Workers strike this week, is going right ahead with the remainder of its 1960 advertising schedule.

Since the company has 89 decentralized ad managers, each making his own decisions, company spokesmen decline to forecast whether there will be any ad cutbacks for 1961. The plans for 1961 are now in the making.

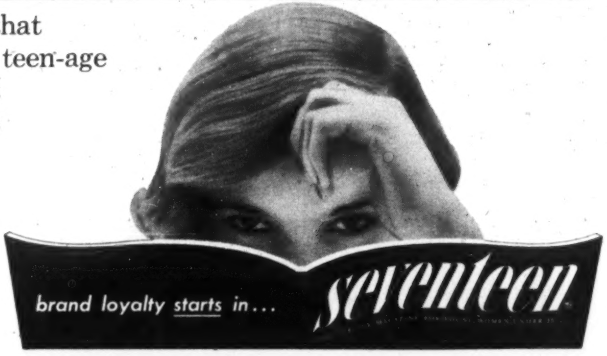
With an ad investment of $77,000,000, the company was the nation's sixth largest advertiser last year. #

# "GIRL TALK" FOR AD MEN

I love *seventeen*...
that's why Seventeen's advertisers love me!

What makes SEVENTEEN so dear to the teen-age girl's heart? The very same quality that endears her to SEVENTEEN's advertisers. *Devotion.* For SEVENTEEN is devoted to the teen-age girl *exclusively*. From cover to cover, it talks with her alone. In girl-to-girl fashion, it answers *her* questions, discusses *her* problems, expresses *her* ideas. "Girl talk" like this creates amazing buying action. 65.2% of SEVENTEEN's 5,100,000 monthly readers have bought merchandise from its pages.* What *kinds* of merchandise? Not just cosmetics and clothes, but everything from silverware and diamond rings to furniture and food. No wonder advertisers place more linage in SEVENTEEN than in any other monthly magazine for women!

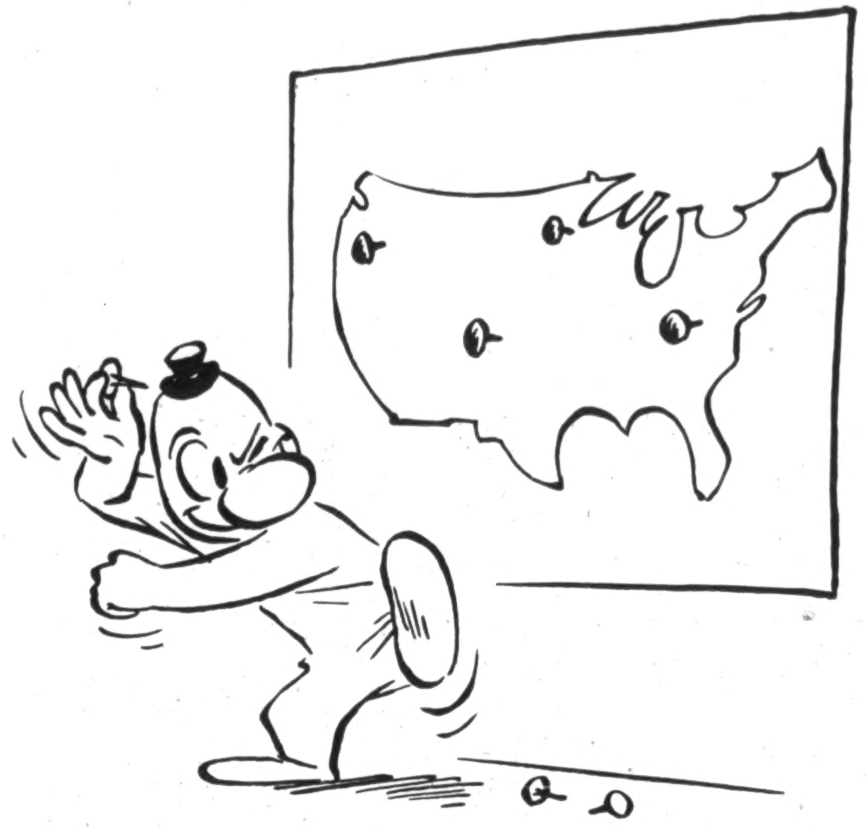
*Gilbert Youth Research



*it's easier to* **START** *a habit than to* **STOP** *one!* SEVENTEEN MAGAZINE • 488 Madison Avenue, New York 22 • PLaza 9-8100

DOUBLE EXPOSURE FOR YOUR ADVERTISING: SEVENTEEN-at-School—only magazine of its kind—offers your educational materials to high school home economics teachers. SEVENTEEN Magazine carries your advertising into their classrooms. Ask us about it!

# 9 *kinds of advertisers who can profit by the Post's new Select-A-Market program*



**1. Advertisers with national distribution, but limited volume or outlets.** Under SELECT-A-MARKET/NATIONAL, you can buy just two-thirds or one-third of the Post's total circulation for your advertising schedule. Your advertising is evenly distributed in every city and town. Now you can put the power of the Post behind your sales plans—with frequency and impact everywhere!

**5. Advertisers who need to reinforce advertising in special markets.** Add SELECT-A-MARKET/REGIONAL to your advertising schedule . . . and put the Post-Influentials to work in your problem markets! Politz research proves that Post-Influentials talk up the things they read in the Post among friends and neighbors.

**6. Advertisers who are planning regional promotions.** What can you do that's new to excite wholesalers and retailers, create customer traffic and sales? Base your promotions on a schedule of Post advertising.

**7. Advertisers with a special Canadian marketing problem.** Now you can tailor your advertising to Canada — running one advertisement in Post copies going into Canada, and another advertisement throughout the balance of the edition! (Among the three general weeklies, only the Post offers you this opportunity.)

**2. Advertisers with regional distribution.** You can draw the map to fit the Post's circulation to your marketing area. No fixed boundaries. Most flexible plan available. Now you can put the national prestige of the Post to work with SELECT-A-MARKET/ REGIONAL!

**3. Advertisers with different situations in different markets.** You can run two, three or more different advertisements — tailored to particular marketing situations — in standard Post geographical areas or in a custom-made map of your choice!

**4. Advertisers who want to introduce a new product market by market.** Now you can launch your new product in selected markets with the champagne quality of the national Post! Map your strategy and draw your Post map to fit.

**8. Advertisers whose lines include regional products.** Snow tires in snow states, regular treads in warm. Eight-ounce size in the North, four-ounce size in the South. You can put the influence of the national Post behind each product in the region where it sells best — with two, three or more different advertisements in one issue!

**9. But your marketing problems are different!** Talk over your unique problems with your Post salesman. During 1959 and 1960, over 450 advertisers have scheduled $20,600,000 in SELECT-A-MARKET space. Issue after issue has been booked solid. This overwhelming response is proof that SAM fills an important need. So if you have a marketing problem, please call us. We'll do our best to fit you in. Note: Availability of SELECT-A-MARKET advertising is subject to press capacity and book make-up requirements.

## 3 EASY STEPS TO FOLLOW:

**1.** Call or write your Post branch office for new rate card and description of availabilities.

**2.** Check the accurate information in the rate card that helps you draw the map to solve your marketing problem.

**3.** Because SAM is a sellout in issue after issue, please call your Post salesman before setting your final plans or submitting them to your client. The Post salesman will confirm availability of your space requirements.

A CURTIS MAGAZINE

The Saturday Evening
POST
THE INFLUENTIALS' MAGAZINE

**To: Peter E. Schruth,** Vice President & Advertising Dir.
The Saturday Evening Post
Independence Square, Philadelphia 5, Pa.

I want further information on how Post SELECT-A-MARKET can go to work for me!

Name ____________________
Title ____________________
Company ____________________
Address ____________________
____________________

## The Editorial Viewpoint . . .

# Two Basic Problems

C. W. Cook, exec vp of General Foods Corp., raised two interesting and important points in a talk last week before the Advertising Research Foundation. The first was:

"Some of our products have been advertised for half a century, and longer. We have built successful brand franchises, and we are fully aware that a brand image must be fed to be sustained.

"What I would like to know is: How much feeding and what kind of diet of advertising and promotion are necessary on a sustaining basis?"

This is, of course, one of the most basic questions in marketing, and one of the most difficult to answer. As a business, we have taken some halting steps along the road toward answering it, but no one would be so bold as to assert that a definitive, meaningful answer is right around the corner.

Perhaps we should point out, however, that contrary to common belief, this "how much" dilemma is by no means confined to advertising and promotion. It has never been answered definitely in a wide variety of areas, even though business men like to think it has. There are widely differing practices and theories on how much productive capacity is required for specific business operations, and on how much inventory it is wise to carry. There are theories ranging all the way from here to there on how centralized or decentralized management, and production, and marketing and distribution operations should be. And there is even a considerable amount of debate about how much money can be profitably invested in accounting and record-keeping operations.

So while there is every reason for attempting to come up with more specific answers to the question, "How much should I invest in advertising?", there is also good reason for pointing out that advertising is not unique in this respect; more business expenditures than most business men are willing to admit are made with the same lack of scientific yardstick.

Mr. Cook's second point was equally interesting.

"Since the growing attacks on and defense of advertising cannot possibly really resolve the matter," he said, "why don't we initiate some definitive research that will produce answers? That research should cover the point of good taste as well as believability.

"We need to know which advertising approaches not only may be driving away some of the users of the specific product involved, but also to what extent the confidence of the consuming public in all advertising is undermined when the confidence-inspiring effect of obvious honesty and the strength of the quiet, simple statement are abandoned."

Here, too, no easy solution is apparent. But Mr. Cook's point is nevertheless well taken. In the areas of good taste and believability in particular, there has been too much willingness to take someone's individual assessment at face value instead of attempting to discover widespread public reaction.

A mechanism for trying to determine, objectively, what offends and what does not would seem like a highly useful starting place for improving the general quality of advertising.

# Cooperate with This Committee

We commented in these columns last week on the fact that the Assn. of National Advertisers has joined in the copy interchange program of the American Assn. of Advertising Agencies—and we indicated our belief that this activity, while presumably effective to some extent, still leaves much to be desired.

Lest anyone get the notion, however, that we think the committee's activity is unimportant, we hasten to express our firm belief, as we have in the past, that it deserves the support of all advertising people.

By support we mean specifically that everyone in and near advertising who sees or hears advertising which he believes is in bad taste or deceptive or harmful in some way, should cite such advertising to the committee, and urge it to do everything in its power to get it changed.

Only if the committee is made use of constantly—and that does not, in our opinion, mean 260 complaints in five years—can it function well. Get in the habit of writing criticisms of advertising, as you see or hear it, to the committee for their evaluation and discussion. The address is:

"Secretary of the ANA-Four A's Committee for the Improvement of Advertising Content, 420 Lexington Ave., New York 17."

Advertising and advertising people have been criticized in many quarters for making a great deal of noise about improving advertising content and meeting public criticisms of advertising, but of showing nothing but apathy when specific steps to implement these programs are suggested. One way to overcome this criticism is to use the interchange committee's services; another is to get a copy of "The Advertising Truth Book" produced for the Advertising Federation of America by Morton Simon. It is available for $1 from AFA headquarters, 655 Madison Ave., New York 21.

## *Gladys the beautiful receptionist*

—Samm Sinclair Baker, Donahue & Coe, New York.

*"He says the housewives aren't buying our product because they're too busy filling out questionnaires."*

# What They're Saying . . .

### *Snazzy Stuff*

If anything, our brave new world has become the executive world. To term anyone or anything "Executive" makes it positively top-drawer—or pretty snazzy, as we say at O'Connor's Rathskeller. The fact is we are up to our dewlaps in executives, in things owned by them, or made for them exclusively . . .

We have executive shoes, cuff links, neckties, shirts, hats, suits, socks, cawn likker, and wives. There are executive restaurants, hotels, and furniture. All that's missing so far is an executive athlete's foot cure. Don't snicker—it may be just around the drug store corner.

Once executives were pretty scarce—rare fellows with bad tempers and lots of dough. The Boss. Then he got tired and we got executive committees (quintuple trouble)! Now we have executive managers, salesmen, engineers, housekeepers, chemists, secretaries, brew meisters, and for all I know, executive office boys. *Who does the work?*

—Herb. Daniels, in The Modern Almanac, Chicago Sunday Tribune Magazine.

**Advertising Age**

*Trademark Registered* • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

# Rough Proofs

*Time* reported that Bobby Kennedy discussed political matters with "diffidents" in Omaha.

Dissidents are seldom that backward in expressing their disagreement.

•

Copywriters today have much too much done for them, opines Leo Burnett.

Things have become a lot more complicated since A. D. Lasker used his wife for consumer research.

•

Gov. LeRoy Collins of Florida, slated to head the National Assn. of Broadcasters, may think he is retiring to private life, but when he gets to Washington he'll find he's still in politics.

•

C. W. Cook, executive vice-president of General Foods, wants to know how much advertising is enough, but baseball managers trying to score a hatful of runs will tell him they can never get enough.

•

"FTC asks 50% budget boost for ad policing," reports the world's greatest advertising journal.

With more cops on the beat, you won't even be able to park next to a fire hydrant.

•

Jack Minor, who was asked to resign by Chrysler, told his bosses all about his advertising interests a long time ago, but when they start pushing the panic buttons, anything can happen.

•

International Business Machines' data processing division won the DMAA Gold Mailbox trophy, Of course it had the advantage of being able to compute the direct mail variables and come up with the right combination.

•

They used to say there was only one Bing Crosby, but when Oldsmobile put on its tv spec, three versions of Der Bingle appeared in the same singing and talking act.

•

Three business publishers have set up a joint selling arrangement in Europe, and now a lot of worthy advertising executives will be able to put the cost of their trips abroad on their expense accounts.

•

ABC knows a good thing when it sees it. After the success of "77 Sunset Strip" was followed by equal success for "Hawaiian Eye," it was a cinch there'd be a third, "Surfside 6," with nothing changed but the locale.

•

A well-known consumer magazine running a contest for admen says its readers own twice as many pets as the national average, but don't let this cause you to identify the medium as *Dog World*.

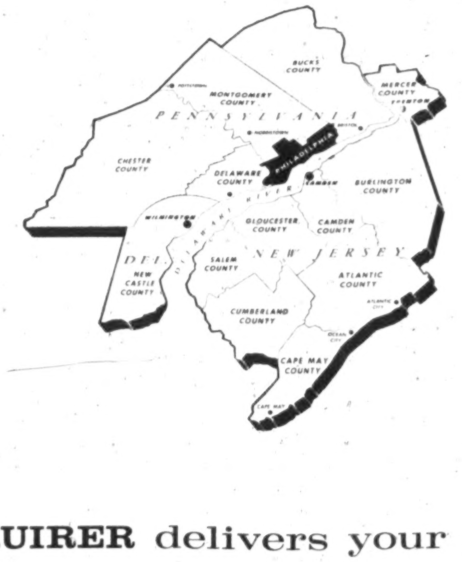
•

"Get into the nation's schools," urges a business magazine covering this expanding field.

You might as well—Nixon and Kennedy are doing it.

COPY CUB.

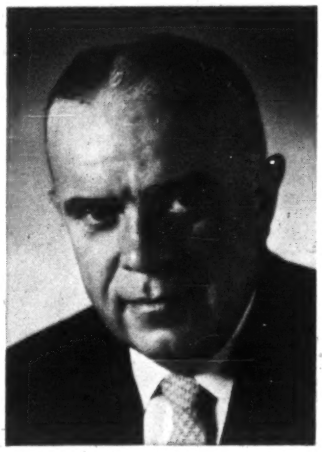
# 61 PERCENT
# OF DELAWARE VALLEY'S
# RETAIL SALES
# ARE MADE
# IN THE SUBURBS


BUCKS COUNTY
MERCER COUNTY
TRENTON
POTTSTOWN
MONTGOMERY COUNTY
PENNSYLVANIA
NORRISTOWN
BRISTOL
PHILADELPHIA
CHESTER COUNTY
DELAWARE COUNTY
CAMDEN
BURLINGTON COUNTY
DELAWARE RIVER
WILMINGTON
GLOUCESTER COUNTY
CAMDEN COUNTY
NEW JERSEY
DEL.
NEW CASTLE COUNTY
SALEM COUNTY
ATLANTIC COUNTY
ATLANTIC CITY
CUMBERLAND COUNTY
OCEAN CITY
CAPE MAY COUNTY
CAPE MAY

**THE PHILADELPHIA INQUIRER** delivers your advertising to 30% more suburban adult readers than does any other Philadelphia newspaper.

Sources: 1960 Sales Management Survey of Buying Power; Continuing Study of Adult Newspaper Readership by Sindlinger & Company, Inc. based on over 50,000 interviews, 1957-59. (Summary of 1959 study available on request.)

# How McGraw-Hill Circulation Policies Benefit Advertisers



Advertisers and their agencies are constantly seeking more and more evidence on which to base media decisions. This is a healthy attitude which we heartily encourage.

One subject we are frequently queried about is circulation. Consequently I am using this method of answering some questions that have been asked by advertisers and agencies.

I believe it is helpful for us to restate publicly and re-emphasize why we believe McGraw-Hill's circulation philosophy is best for our subscribers, and, therefore, for advertisers.

Nelson L. Bond

PRESIDENT, PUBLICATIONS DIVISION

## 1.

## Why does McGraw-Hill believe so strongly in paid circulation?

Fundamentally, because payment for a product represents the normal and natural way of doing business. Advertisers sell their product. Agencies sell their services. Daily newspapers and general magazines of this country are sold to subscribers or newsstand buyers. We're no different from these advertisers, agencies or other media. We simply share and believe in the cardinal rule: "If something has value it can be sold."

## 2.

## Does paid circulation guarantee readership?

No. Payment for a subscription, however, certainly indicates an *intent* to read. The subscriber expresses this *intent* in the simplest and most universally recognized form—money. Having expressed it, he retains full freedom of choice. If he doesn't read the publication, he obviously won't continue to pay for it. In fact, we offer to refund the unexpired portion of his subscription if he should be dissatisfied with the publication's contents.

Further evidence of the reading impact offered by a paid circulation publication is contained in a recent Laboratory of Advertising Performance study, 1195.1 (available upon request).

## 3.

## Can paid circulation really provide "100% market coverage"?

No, especially if you interpret coverage as readership, not just receivership. We all recognize that there are in every field a number of people who do not and will not read any publication. No publication can compel them to change their nonreading habit. This we know from sad experience.

There is another group of people who can be reached only by McGraw-Hill's type of vigorous, persistent circulation selling activity. By direct mail, by issue cards and, particularly, through our own full-time field salesmen, we uncover and locate many of the "behind the scenes" buying influences who are important in the market picture but whose names do not appear in directories, registration rosters, or company customer and prospect lists.

McGraw-Hill Publications provide representative, selective circulation in the markets they serve. Both the quantity and the quality of the subscribers are identified by an actual audit of paid transactions. This provides the advertiser with documented answers to basic questions such as: "Who are these people?" "How many are there?" "Do they want the publication?"

## 4.

## Does paid circulation guarantee editorial quality?

In our view, editorial quality is measured directly by the publication's usefulness to the reader. If the editorial content does not match his job interests, serve his needs, help solve his problems and compel his continuing attention, it is not of real use to the reader.

If it isn't useful, he will neither buy the publication nor read it.

Paid circulation means that we have accepted the challenge of placing our editorial services on the block. We give every reader the option of deciding on the value of this editorial service to *him*. He casts his ballot, for or against, when he first subscribes and every time he comes up for renewal.

Editorial quality, or usefulness to the reader, thus is judged not on a theoretical basis but on the hard fact of a "buy" or "no-buy" decision by the publication's subscriber.

### 5.

### Doesn't it cost more to sell subscriptions than to give them away?

It is possible that, for some publications, selling costs temporarily may exceed subscription revenues. Usually this is because of circulation growth factors involved in the sale of new subscriptions. However, the economics of paid circulation are not based on selling new subscriptions only, but on the lower cost of renewals as well.

For example, over the past ten years, McGraw-Hill Publications have collected more than $45,000,000 in subscription fees. The total of all expenses involved in the procurement (sales and collection) of these subscriptions amounted to just over $39,675,000. This gave us a subscription sales margin of about $5,325,000, plus the valuable privilege of mailing under second class postage rates. The paid subscriber, therefore, shares in the cost of our publishing operation.

### 6.

### Doesn't paid circulation mean that you have to accept all subscriptions regardless of quality?

Not at all. Subscriptions are solicited and accepted only from people who meet the circulation *specifications* set by each publication. These standards are clearly defined and can be examined by any interested advertiser or agency. These standards result in an audience which benefits from a publication's editorial contents and whose buying power benefits the advertiser.

We make clear in the masthead of each McGraw-Hill publication that we do not offer the publication to everyone who wants to subscribe. On the average, we decline about 22,000 subscriptions valued at $160,000 per year from individuals who, based on our specifications, would not benefit from receiving the publication. (Listings of subscriptions recently declined are available on request.)

The circulation specifications of a publication are established in terms of identifying the buying influences in the field served—buying influences that are important and valuable to the advertiser. Further, the very nature of the publication's specialized editorial content, plus the required subscription payment, help screen out individuals who do not meet our circulation specifications and who would, therefore, be of little value to the advertiser.

### 7.

### Is it true that some people don't pay for their own subscriptions?

In some cases, yes. A recent case study of subscribers showed that 15% of the subscriptions were ordered and paid for by the company. Another 16% were paid for by the company, but each subscription was *requested* by the individual. 67% were requested and paid for by the individual subscriber. The remaining 2% were in miscellaneous categories. In summary, 83%* of the subscriptions were delivered at the request and initiative of the individual.

Furthermore, as to the subscription that the company buys for its key employees, it would be the rare company that would not make some attempt to insure the usefulness of the publication—particularly since it has to be renewed periodically through the payment of company funds.

### 8.

### What does paid circulation mean to the advertiser?

Many things. But most directly and most importantly it means more evidence, and better evidence, as to publication values. Namely:

- Evidence of active interest in the publication, as represented by payment for a subscription.
- Evidence, in the same tangible form, of an *intent* to read the publication.
- Evidence of editorial quality, as represented by the interest and intent referred to above.
- Evidence of the reader's true evaluation of the usefulness of the publication, as represented by payment for renewal subscriptions.
- Evidence of active circulation, as represented by subscriber action in correcting and keeping up-to-date circulation lists.

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**Figures from Laboratory of Advertising Performance study 1115, available on request.*

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Because people buy our publications we must provide and maintain extra editorial features for our subscribers. That is why we have built one of the most extensive networks of business and engineering correspondents around the world . . . why we maintain one of the largest Washington news bureaus of any business publisher . . . why we have twice as many editors as advertising salesmen . . . why we pioneered in the establishment of a Department of Economics . . . why we regularly conduct depth interviews among our subscribers . . . why we invest in constant and detailed editorial training and retraining programs that not only help maintain the highest editorial standards but also stimulate the interchange of ideas.

Our paid circulation policies are based on the premise that the subscriber must be served, and served well. But merely making this statement doesn't make it so. We must also *satisfy* the subscriber because our product is sold to him . . . and a product or service can only be sold successfully in proportion to the value it provides.

**McGraw-Hill**
PUBLICATIONS

*Selected and bought by over a million men in industry who want the best in editorial service.*

**McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.**

In
CLEVELAND
nothing
sells
like
BEAUTIFUL

MUSIC RADIO
WJW

*the* **STORER** *station backed by 33 years of responsible broadcasting*

**CALL KATZ** or National Sales Offices: 625 Madison Ave., New York 22 • 230 N. Michigan Ave., Chicago 1

### *Contest Boosts Red Scissors*

Premium Associates, cooperative distributor of premium coupons, is giving away 1,000,000 Red Scissors coupons in a contest which began the week of Oct. 10. The promotion will be launched by 1,500-line, two-color ads and 56-line teaser ads in 132 newspapers. For the best 25-or-less word statements on "I like Red Scissors coupons because . . ." winners will receive coupons in various quantities, beginning with a top prize of 250,000.

### *American Hoist to Andrews*

Andrews Agency, Milwaukee, has been appointed by American Hoist & Derrick Co., St. Paul, to handle all advertising of the company's power shovels, mobile and stationary cranes, hoists, derricks and wire rope fittings, effective Dec. 1. Erwin Wasey, Ruthrauff & Ryan formerly handled the account. American Hoist began screening agencies in a review of its ad program earlier this year (AA, May 2).

## *Brennans Aren't Twins, but They're Both WCFL Winners*

CHICAGO, Oct. 11—The name Brennan came out on top, not once, but twice, in the "Two Round Trips Free to Paris" contest staged by WCFL, Chicago radio station, in which more than 500 time buyers all over the U.S. competed.

Thomas H. Brennan of Leo Burnett Co., Chicago, won first place in the western division, and Vera Brennan, of Sullivan, Stauffer, Colwell & Bayles, New York, was grand prize winner in the eastern division. The two are not related. Each was awarded a pair of round trip tickets to Paris via KLM Royal Dutch Airlines. Other prizes included 10 transistor radios and 50 bottles of champagne, won by 60 other time buyers—30 from each of the two divisions. #

Thos. H. Brennan

Vera Brennan

## *'Newark News' Sets Plant to Convert Waste to Newsprint*

NEWARK, Oct. 11—A $4,000,000 plant for converting waste newsprint back to usable newsprint is under construction for Garden State Paper Co., in Garfield, N. J.

The mill, which is expected to be in full production by January, 1962, will produce 45,000 tons of newsprint a year, and has a potential of 80,000 tons.

Richard B. Scudder, publisher of the *Newark News* and president of Garden State Paper, and Robert Illingworth, engineer for the *News*, developed the process, which utilizes about 90% waste paper and 10% chemical fiber.

Mr. Scudder claimed that the process marks the first solution to the problem of removing ink and converting the waste to newsprint. He said the product will be competitive in price and quality with Canadian newsprint.

The *News* will take less than 10% of the plant's output, the rest having been sold to newspapers in New Jersey, New York, Pennsylvania, Maryland and New England. #

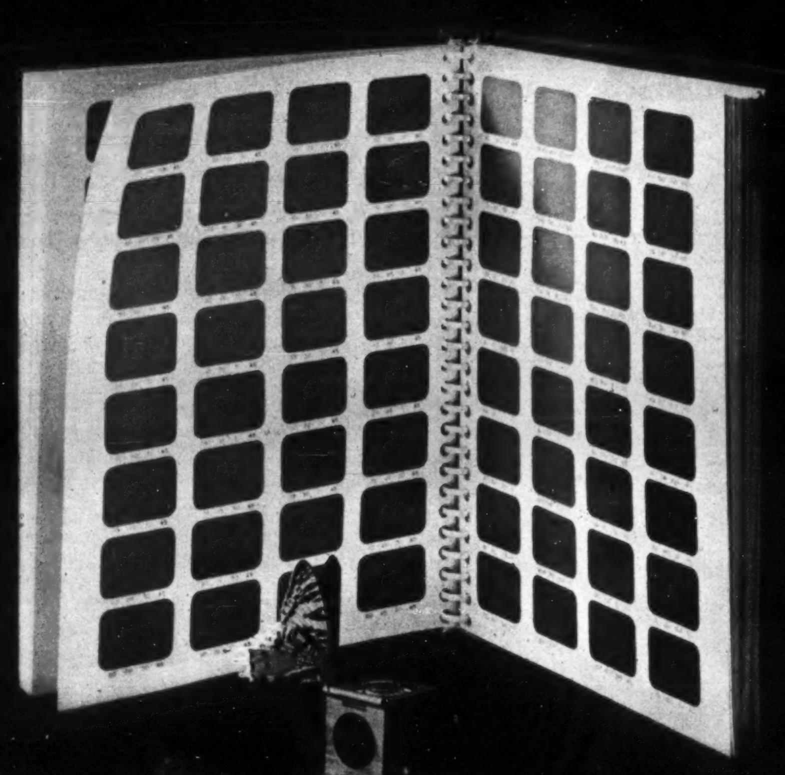
### *Carlson & Co. Elects Sweeney First 'Rotating' President*

Raymond G. Sweeney has been named president of Carlson & Co., Indianapolis agency, succeeding the late Herbert A. Carlson, who died Sept. 2. In a unique action, the board named Mr. Sweeney, a vp, to head the company until September, 1961. Then it is the board's intention that the three other vps, who joined with Mr. Sweeney and Mr. Carlson in founding the agency in 1958, will each serve a one-year term as president.

Raymond Sweeney

The sequence of their presidency will be determined in later board meetings. The other vps who will rotate as future presidents are Jackson Hazlewood, M. P. Jenkins and Victor G. Varmo.

THE
FOUR-COLOR
PROCESS
GUIDE



FROM PINPOINT TO SOLID

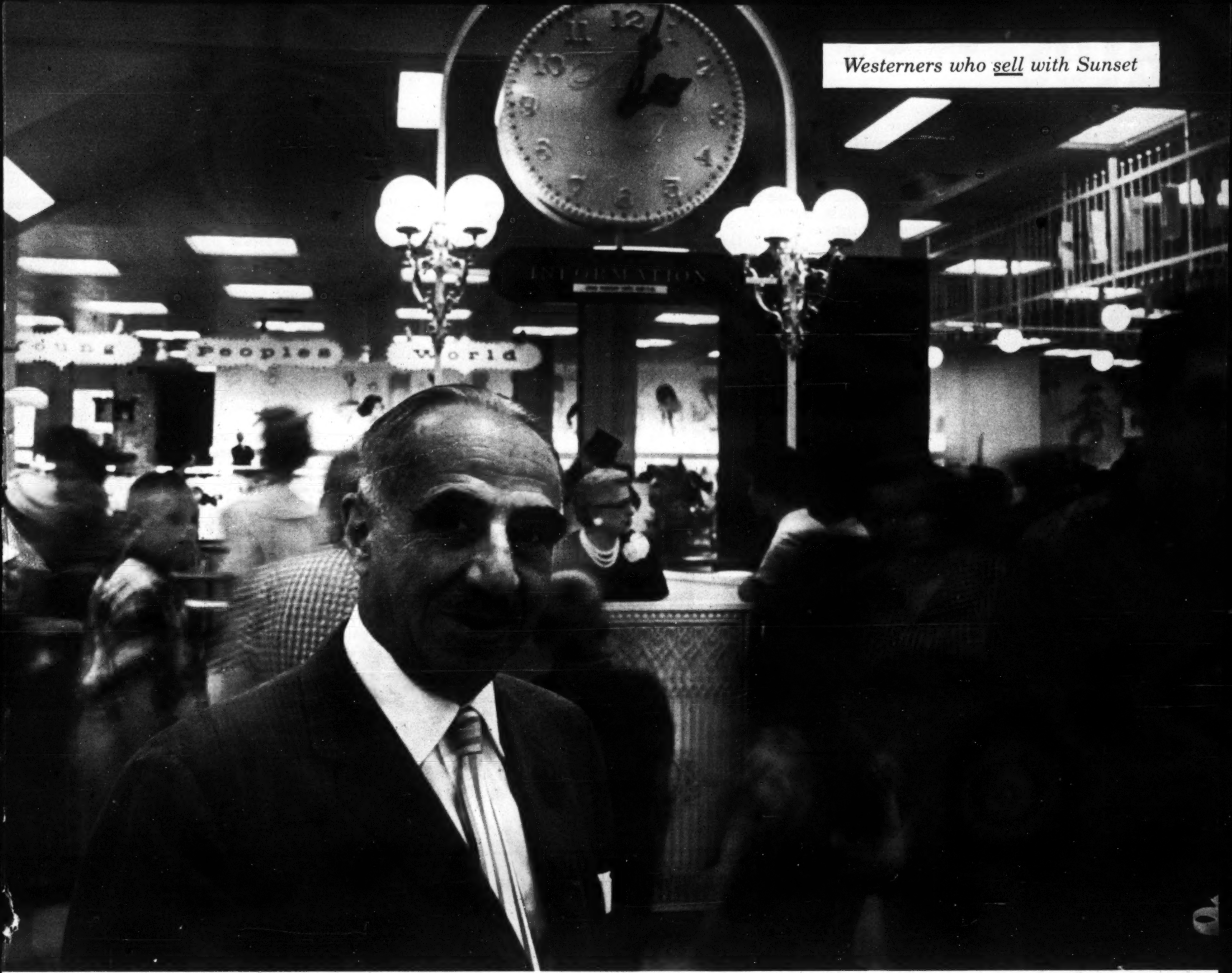
It was bound to happen. In an era of automation and electronic brains *someone* had to take the guesswork out of color specification. ■ And who better qualified than Collier Photo Engraving, producer of The Duo Color Guide? It took eleven years to complete. But they finally got under one cover in a well organized manner every two-, three-, and four-color combination you can squeeze out of the four process colors . . . from yellow to magenta to cyan to black, from pinpoint to solid. ■ The result, The Four-Color Process Guide, consists of 5,632 different color patches, each almost two inches square, shown *in print* on 224 11x14 pages and arranged in logical sequence. ■ Dream up a process combination that isn't covered and we will gladly refund your introductory price of $110. If you wait too long and have to pay $150, we will gladly refund that, too.

*To: Graphic Publishing Co., Inc., 240 West 40th St., New York 18, N.Y.*

☐ On approval basis, enclosed is $110.00. Graphic Publishing Co., Inc. will refund this remittance if THE FOUR-COLOR PROCESS GUIDE is returned within 14 days. *If within N.Y.C. please add 3% Sales Tax.*

☐ Enclosed is our purchase order. ☐ Send further information.

Name Title
Firm Name
Address
City Zone State



*Westerners who sell with Sunset*

# MR. FRANK KNOWS OREGON'S BUYING PULSE

## (and how **Sunset** quickens it)

Conestoga Wagons were churning the dust of the Oregon Trail when Meier & Frank opened their Portland store in 1857. For 103 years this fine family institution has served Oregonians, first with the Portland store, then a second at Salem, and now a third one at Lloyd Center, Portland. Aaron Frank is third generation in management.

Mr. Frank and Sunset have been "partnering" since 1930. Meier & Frank was one of the West's first stores to offer Sunset subscriptions by mail to charge account customers. The plan was so mutually beneficial that 82 leading department stores and branches in the West and Hawaii now co-venture with Sunset in this same manner.

Mr. Frank has many reasons to appreciate Sunset's pulse-quickening effect in the Oregon market. Meier & Frank consistently features Sunset-advertised merchandise, sometimes places its *own* advertising in Sunset, and regularly participates in Sunset store promotions, including the popular A.I.A.-Sunset Western Home Awards.

Sunset has been publishing a separate edition for the Pacific Northwest since 1932, intimately serving the *special needs* of this area's readers in gardening, travel, cooking and home design. This is one of Sunset's three separate zone editions in the West and Hawaii, with editorial content geared specifically to local needs and interests.

Mr. Frank, in his perceptive way, refers to Sunset as "The Voice of the Pacific Northwest." Actually, Sunset is the voice of *all* the West and Hawaii, too . . . a voice which reaches out to 2,000,000 influential adult readers, month after month, and serves them at the level of their own special, local, but intrinsically Western interests. It is the Magazine of Western Living.

Sunset readers are a *selective* audience, the pacemakers of their communities, who eagerly embrace the best ideas in Western Living. To influence these influential people, place your advertising in Sunset, and keep it there every month. Sunset quickens the buying pulse. As Mr. Frank says, "I know of no other magazine that can match it."

SPORTS HEADQUARTERS

*Recreation equipment is fast-moving merchandise for outdoor-loving Oregonians. Mr. Frank, son Gerry and Store Manager Lester Sherman are very proud of their Lloyd Center "Sports Headquarters."*

THE MAGAZINE OF WESTERN LIVING **Sunset**

LANE MAGAZINE COMPANY, MENLO PARK, CALIFORNIA

## bates

Bates shoes are advertised in magazines to reach men who appreciate fashion, comfort and weightlessness on their feet, and can afford all three.

Edward M. Meyers is the agency. The schedule includes The New York Times Magazine and of course

**SPORTS ILLUSTRATED**

## 7-up

The Seven-Up Company advertises in magazines to reach people whose discerning taste appreciates distinctive flavor.

J. Walter Thompson is the agency. The schedule includes Life, Look, Saturday Evening Post, Reader's Digest, Better Homes and Gardens, and, of course

**SPORTS ILLUSTRATED**

## zenith

Zenith Radio Corporation advertises in magazines to
tive, interested, upper-income men and women wh
know, want to know usually have to know what's goi

Foote, Cone & Belding is the agency. The schedule
19 leading consumer magazines including Life, Loc
Holiday, Esquire, The New Yorker, and, of course

**SPO**

## american express

The American Express Co. advertises travelers' cheq
azines to reach the people who don't mind spending
don't like to lose it.

Benton & Bowles is the agency. The schedule inc
Holiday, Esquire, U. S. News and World Report, Na
graphic, and of course

**SPORTS ILLUSTRATED**

## piper

is advertising its versatile lar
(and ocean) cruiser, the Apach
in magazines to reach the kir
of energetic, active busines
men who are most inclined t
fly—their own plane for a plea
ure trip, or their company'
plane on a sales trip.

Davis, Parsons & Strohmeier
the agency. The schedule in
cludes Fortune, Newsweek
Time, U. S. News and World
Report, and of course

**SPORTS ILL**

## dial soap

is now advertising in magazines to reach families who set trends and who know and understand and can afford to buy more of the good things of life.

Foote, Cone & Belding is the agency. The schedule includes Life, Look, Post—and of course

**SPORTS ILLUSTRATED**

## ashland oil

and refining co. is advertising Valvoline Motor Oil in magazines to reach families who own more cars, drive their cars more, treat them better.

Ralph H. Jones Co., Cincinnati, is the agency. The schedule includes Newsweek and The Saturday Evening Post—and of course

**SPORTS**

## galey & lord

(a division of Burlington Industries) advertise in magazines
ple likely to
ne fabrics
nents, sold

ne, Inc.
schedule i
New York

**TS**
**TRAT**

## tri

Bristol-Myers
man's roll-on
azines to reac
who are above
tion, income,
only want to
but have to be

BBD&O is t
schedule incl
Saturday Eve
and of course

**SPORT**

## renault

Renault advertises La Dauphine in magazines to reach dr
who have le fun, set les fashions,—and practice l'econom

Needham, Louis & Brorby is the agency. The schedu
cludes Life, Post, Time, Holiday, Newsweek, McCall's, a
course

**SPORTS ILLUSTRATED**

## pan am

Pan American Airways, Inc. advertises in magazines to reach people who, in a few words, "have money—have passports—have traveled—will travel."

J. Walter Thompson Co. is the agency. The schedule includes Life, Saturday Evening Post, The New Yorker, National Geographic, Holiday, Sunset, and of course

**SPORTS ILLUSTRATED**

## rolex

Rolex Watches advert
magazines to reach peop
can afford to indulge
selves in the finer things

de Garmo Inc. is the
The schedule includes
Yorker, U. S. News an
Report, Town and Count
of course

**SPORTS ILLUSTRAT**

## robt burns

anatela de luxe is being adver
sed by the General Cigar Co.
magazines to reach men who
re generally more discriminat
ng, who can appreciate and
fford the pleasanter luxuries
f life.

oung & Rubicam, Inc., is the
gency. The schedule includes
ime, Newsweek, and of course

**SPORTS ILLUSTRATED**

## union oil

Union Oil Company of California advertises in magazines to reach the forward-looking people who understand the industrial message of a forward-looking company.

Young & Rubicam is the agency. The schedule includes

**SPORTS ILLUSTRATED**

## armstrong

Armstrong Cork is advertising its new vinyl flooring, Corlon, in magazines to reach the "innovator" families who set the trends in home decorating styles as they do about everything else.

BBD&O, New York, is the agency. The schedule of "inn
magazines includes Vogue, Holiday, The New Yorker, an

**SPORTS ILLUSTRATED**

## firestone

The Firestone Tire & Rubber Company adv
magazines to reach the people who make the
who know about speedway performance and
pike safety.

Campbell-Ewald is the agency. The sched
Life, Look, Reader's Digest, Post, and of cour

**SPORTS ILLUSTRATE**

## canadian gover travel bureau

advertises in magazines to reach the people who like to go places and go places that they like.

Dalton K. Camp, Toronto, is the agency. The schedule includes Reader's Digest, Time, Post, National Geographic, Holiday, and

## the e

Life Assurance Society a
ance-minded prospects
in the higher-income bra

Foote, Cone & Belding
Life, Business Week, Na

## lark

ues in mag-
money but

ludes Time,
itional Geo-

# king sano

is advertised by U. S. Tobacc Co. in magazines to tell the stor of a premium cigarette bough and smoked by prudent, higher income people.

C. J. La Roche and Co., Inc. is the agency. The schedule includes T. V. Guide, Time, U. S. News and World Report, Newsweek, and of course

**SPORTS**

# cities service

**Cities Service Oil Company advertises in its market area to reach drivers who drive more cars more miles, are well-off enough to afford luxury and smart enough to appreciate economy. The campaign runs exclusively in the Eastern Regional Edition of**

**SPORTS ILLUSTRATED**

lime juice is advertised by L. Rose & Co., Ltd. in magazines to reach the kind of people who are first to try new drinks (the gimlet) just as they like to be first to try nearly everything.

Erwin Wasey, Ruthrauff & Ryan is the agency. The schedule includes The New Yorker, House Beautiful, Look, Esquire and of course

**SPORTS ILLUSTRATED**

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and job—v
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ning Post,

'S

# porsche

Porsche of America advertises in magazines to reach the people who enjoy power, appreciate precision, think big and like small.

Mann-Ellis is the agency. The schedule includes The New Yorker and, of course, the magazine that carries advertising for more foreign cars than any other

**SPORTS ILLUSTRATED**

# japan air lines

s now advertising in magazines
o reach more people who travel
y air and people who travel by
ir more.

Botsford, Constantine & Gard-
er is the advertising agency.
he schedule includes The New
orker, Newsweek, U. S. News
nd World Report—and of
course

**SPORTS**

# volkswagen

is a consistent advertiser in magazines to reach consister successful people who have proved they can use a small in a big way.

Doyle Dane Bernbach is the agency. The schedule includes L New Yorker, Fortune, Holiday, Reader's Digest, and, of cour

**SPORTS ILLUSTRATED**

ise in
le who
them-
of life.

ency.
New
World
y, and

ED

# miller high life

Miller Brewing Company advertises in magazines to inform a quality audience about a quality product—a beer that goes with the best things in the good life.

and Associates is the agency. The schedule in-
ading magazines as Newsweek, Saturday Evening
Yorker, and, of course

**S ILLUSTRATED**

# kodel

**Eastman Chemical advertises its wrinkle-chasing polyester fiber in magazines to reach a) the active people who need it most and wear it best and b) to join forces with men's wear manufacturers who know a powerful promotional tie-in when they see one.**

**Doherty, Clifford, Steers & Shenfield is the agency. The schedule includes Life, Look, Post, Time, Esquire, Newsweek, New Yorker, and of course, America's #1 magazine in pages of menswear advertising**

**SPORTS ILLUSTRATED**

# bermuda tr development

**The Bermuda Trade Development Board advertises in ma zines to reach a travel clientele above average in income holidays to spend, and in travel sophistication.**

**J. M. Mathes, Inc. is the agency. The schedule includes T and Country, Bride's Magazine, Holiday, Newsweek, The Yorker, National Geographic, Esquire, and, of course**

**SPORTS ILLUSTRATED**

# noxzema

advertises its Noxzema instant medicated shaving lather in magazines to reach fast-moving people with fast-moving advertising about a fast-moving product. Doherty, Clifford, Steers & Shenfield is the agency. The schedule includes Argosy, True and of course

**SPORTS ILLUSTRATED**

e

rtises its tires in
wheels go round,
care about turn-

le includes Time,
se

ED

# sunoco

advertises in leading magazines in its marketing areas to reach families who drive more cars and who drive those cars more miles.

Wm. Esty Co., Inc., is the agency. The schedule includes Look,
Evening Post, and, of course

**TS ILLUSTRATED**

# avisco

**The American Viscose Company, producers of rayon fibers, advertises to introduce well-made fabrics, well-known manufacturers, and well-dressed customers to one another.**

**Arndt, Preston, Chapin, Lamb & Keen is the agency. The schedule runs exclusively in the #1 magazine in pages of men's apparel**

**SPORTS ILLUSTRATED**

# equitable

dvertises in magazines to reach insur
in the younger age groups as well as
ckets.

is the agency. The schedule includes
tion's Business, and, of course

# manhattan

advertises its sport shirts in magazines to reach men who have the habit of setting styles in dress, and that knack of "understatement" which is the mark of the well-dressed man.

# citroën

Citroen advertises in magazines to reach car-owners

WJBK
DOMINATES THE
MARKET ON WHEELS!
SATURATE with low-cost
package plans
CALL KATZ – today!

WJBK RADIO
IS
DETROIT

*the* **STORER** *station backed by
33 years of responsible broadcasting*

### *Philip Morris Buys NBC-TV Special, 'Year of Polaris'*

Philip Morris Inc., New York, sponsored the first "CBS Reports" program, "The Year of the Polaris," Oct. 11 at 8 p.m., EDT over CBS-TV. Marlboro cigarets (Leo Burnett Co.) were advertised.

Roger Greene, Philip Morris ad vp, said this is the first time a low-cost nationally used consumer product has been the sole sponsor of such an "ambitious information tv special."

### *'Sun-Times' Names Elden Advertising Columnist*

Richard Elden, reporter on the *Chicago Sun-Times* financial staff, has been named advertising columnist for the daily. The *Sun-Times* advertising column appears each Monday in the financial section. On the advertising column, Mr. Elden succeeds Roy Wiley, auto editor, who now will devote full time to coverage of the automobile industry.

Now...as in the Good Old Days...
PARK & TILFORD IS YOUR ASSURANCE OF QUALITY!
BROOKLYN BRIDGE...1873
PARK & TILFORD...1840
PARK & TILFORD
Fine Whiskeys Since 1840

GOOD OLD DAYS—*Park & Tilford Distillers Co., New York, a Schenley Industries subsidiary, kicked off a new ad campaign with this one showing the Brooklyn Bridge almost a century ago. Mogul Williams & Saylor, New York, is the agency.*

## Park & Tilford Sets Nostalgic Theme for New Ad Push

NEW YORK, Oct. 11—Working on the theory that when people mellow as they drink, they hark back to the good old days, Park & Tilford Distillers Corp. is kicking off a big newspaper ad campaign jampacked with nostalgia.

Breaking last weekend (Oct. 7-8), the campaign for the P & T brands was scheduled for 50 top markets.

The first ad set the tone for the series, which will go on into January, and may be extended through the year depending on the reception. The ad is a near full-pager featuring a photograph of New York's Brooklyn Bridge during the first phases of construction in 1873.

Copy is tied to this, stating that "when this picture was taken, Park & Tilford was already 33 years old, already famous for its fine whiskies. Today's Park & Tilford is the finest in its history. No matter which type you buy, there's a century of quality in every bottle."

■ Subsequent ads will all feature New York scenes. A dozen have been decided on so far, the first featuring Coney Island about 1894, the city's first elevated railway, and an early steam fire engine.

Why only New York scenes? The clincher in the matter, ADVERTISING AGE was told, was the recent experience of the Sunday edition of the *New York News*. For many years the newspaper's Sunday roto edition has carried old photographs of the city in both its local and national editions.

A little while ago, the *News* decided to cut them out of the national edition, but a flood of letters came in against the move. This, according to Park & Tilford's agency, Mogul Williams & Saylor, "proves that people are interested in old New York."

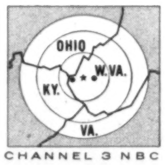
To find suitable art, the agency hunted widely, and has secured publishing rights to rare photographs from museums and private collections.

■ The campaign was developed around a standing headline: "Now, as in the good old days, Park & Tilford is your assurance of quality."

Most of the insertions, all b&w and ranging from 508 to 1,750 lines, will be multiple brand ads covering combinations of Park & Tilford's Private Stock, Reserve, Kentucky Bred bourbon and Special Selection scotch. On an average, they will appear once a week.

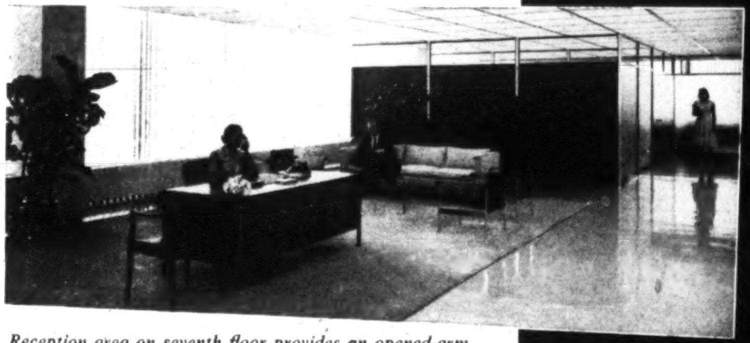
*"Made it after all! Didn't take us any time
to agree on Huntington-Charleston and WSAZ-TV!"*

LOOK AT THE HUNTINGTON-CHARLESTON MARKET—and you see a *Dynamic Circle* that cuts across 4 states, embraces 68 counties of concentrated industrial might and bulging payrolls. Here, in the "American Ruhr" region of the great Ohio Valley, live more than 2 million industrious people with $4 billion to spend annually. WSAZ-TV is the only single medium that covers the 440,000 TV homes in this tremendously important market. For WSAZ-TV's power and programming *created* the market. Chances are it's high on your must-buy list. Better make sure. A Katz Agency man would welcome a chance to tell you more.



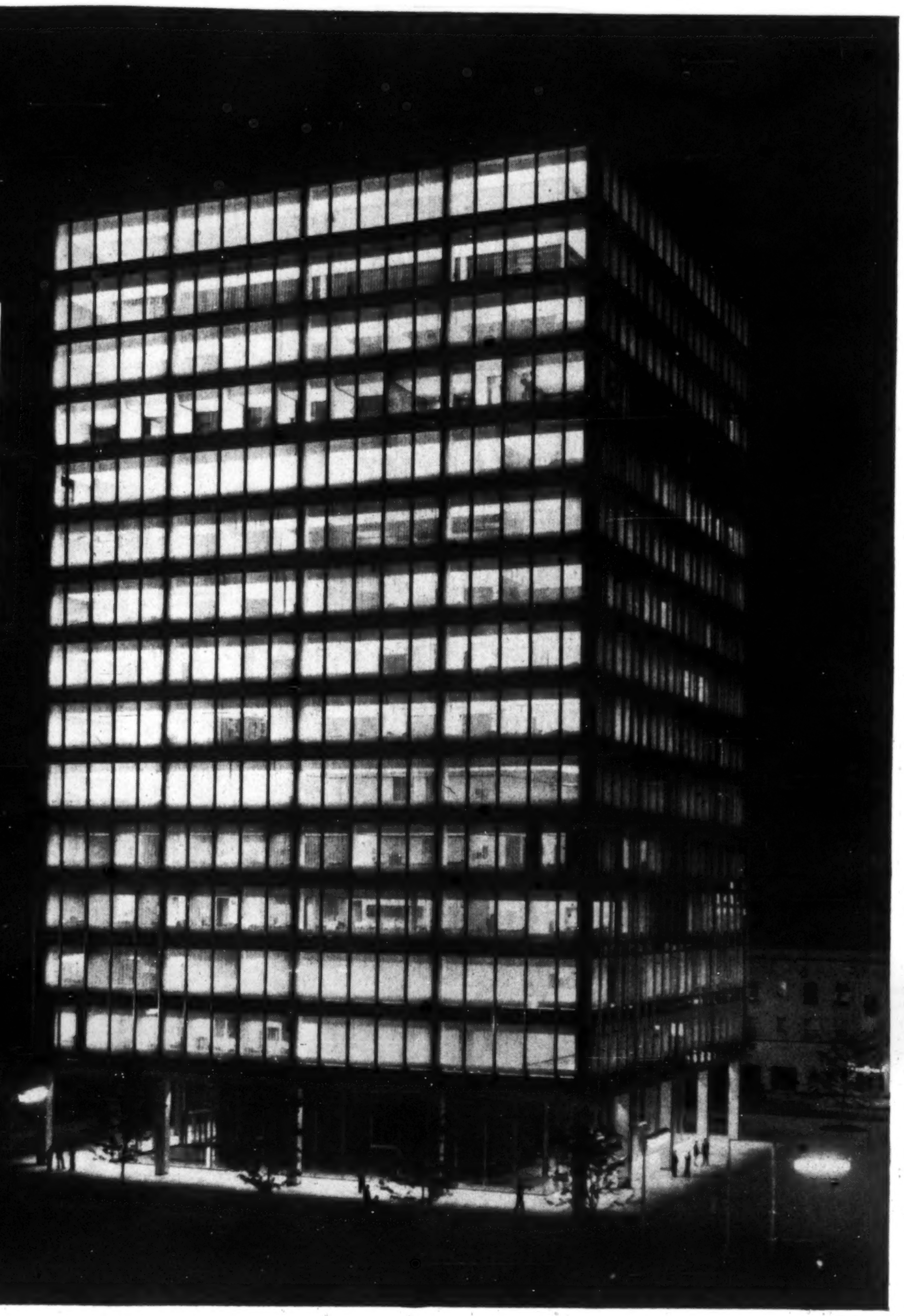
WSAZ-TV
HUNTINGTON • CHARLESTON — CHANNEL 3 NBC

*South plaza of the new L.O.F Building.*



*Reception area on seventh floor provides an opened-arm welcome to business callers in keeping with the building's contemporary design.*

*Terrazzo paving in the glass-walled lobby contrasts with 20-foot high blue glass mosaic walls.*



*At night the Libbey-Owens-Ford Glass Company Building is a striking study in lines, lights and shadows. During the day this new building—constructed almost entirely of glass—serves as a dramatic reminder to Toledoans that their city is the glass capital of the world.*

*Sheathed with four walls of glass framed in aluminum, its glazing required 61,936 square feet of L.O.F's popular Thermopane insulating glass and 16,560 square feet of Vitrolux spandrel glass. Each of its windows is 66 inches wide and 10 feet high. Continuous luminous ceilings cover an area of 120,000 square feet.*

# TOLEDO...market on the move!

*Libbey-Owens-Ford expresses its faith in Toledo's future with a new 15-story office building*

Investment by the glass industry in the future of Toledo has been enormous over the years.

Completion of the new Libbey-Owens-Ford Building is just one of many such investments that have been made by the four nationally-known glass companies having general offices in Toledo.

The Libbey-Owens-Ford Glass Company, which makes flat glass products for the automobile and construction industries, has repeatedly demonstrated its confidence in the great and growing Toledo market . . . a market that is booming with expansion and new construction everywhere you look.

With a trading area population of over one million and an annual net effective buying income of over 2 billion dollars, the Toledo market offers advertisers a marketplace of unusual opportunity.

Fortunately, The Blade provides an intensive market coverage that is matched by few newspapers in the nation.

## THE BLADE

*One of America's Great Newspapers*

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.

THE AMERICAN
HOME

November 35¢

# THE JOY OF COLLECTING FOR YOUR HOME

ANTIQUE GLASS · QUILTS · AFRICAN VIOLETS · CLOCKS
PEWTER · COOKBOOKS · OLD BLUE STAFFORDSHIRE

**TIME TO USE THE EXCITING ONE... TIME TO JOIN THE BIG ONES:** General Electric · Du Pont · Armstrong · Procter & Gamble · General Mills · Weyerhaeuser · Chemstrand · American-Standard · Alcoa · General Motors · Celotex · American Telephone & Telegraph · Kraft · Lever Brothers · Frigidaire · Masonite · Chrysler Corp. · Carrier · Campbell Soup · Florida Citrus · Libbey-Owens-Ford · Avisco · Swift · U.S. Plywood · York · Ponderosa Pine · Delco · Pillsbury · S. C. Johnson & Son · Pall Mall · Hotpoint · Western Pine · American Gas Assoc. · Studebaker-Packard · Aluminium Ltd. · National Gypsum · Kohler · Andersen · Del Monte · Crane · Douglas Fir Plywood · E. L. Bruce · Sherwin-Williams · Yuban Coffee · Callaway Mills · Nestlé · Cannon · Ruberoid · West Coast Lumber · International Silver · General Tire & Rubber · Glidden · Ocean Spray · Simmons · Singer · Firestone Plastics · Revere · Boyle-Midway · Lowe Brothers · Geneva Kitchens · Formica · U.S. Gypsum · Amana · Cameo Curtains · Congoleum-Nairn · B.T. Babbitt · Hobart · Kentile · Tappan · Pepperell · Kirsch · Pacific Mills · Minnesota Mining & Mfg. · Bennett-Ireland · Fostoria · Drackett · Economics Laboratory · Regina · International Furniture · Lea & Perrins · Tampax · Azrock Floor · Rheem · Rolscreen · L P—Gas Council · Hunter Fans · Burnham · Bilco · Cast Iron Pipe · Filon Plastics · Moe Light · Culligan · Imperial Wallpaper · Kleen-Air · Lewis Mfg. · New Castle Products · O'Brien Corp. · Robertshaw-Fulton · Zinsser · Zonolite · Pharmaco · Vitasafe · Tabasco · Berkline · Courtaulds · Imperial Glass · La-Z-Boy Chair · Nichols & Stone · Olson Rug · Roxbury Carpet · Westmoreland Glass · Duraclean · Tupperware · Aladdin · Anchor Post · Superior Electric · Trade-Wind Fans · Vega · Artistic Card · Armstrong Nurseries · Continental Scale · Cheerful Card · Phoenix Mutual · Bancroft's · Chilton Card · Wool—"O" · Doehla Card · Hardware Mutuals · Famous Artists · Consolidated Trimming · Gibson Art · Globe Furniture · Graber · Kling Factories · Ronnie · Unique Furniture Makers · Walter J. Black · Book-of-the-Month · Columbia Record Club · Doubleday · Red Devil Tools · Encyclopaedia Britannica · General Development · Northrup, King · Parker Bros. · Spencer Gifts · Sunset House · Canadian Travel · State of Washington · Burgess Vibrocrafters · Royal Lace Paper · Wagner Cookware · Ginden Nursery · Jackson & Perkins · Gulf Guaranty Land & Title · Seymour Smith & Son · Gilbert H. Wild · Yard-Man · Inst-A-Plant · Allied Chemical · Norwich · Bird & Son · Ekco · Goodyear Foam · Mirro · Hardwick Stove · Presto · Benjamin Moore.

Ordered to date in 1960. Less than quarter page not listed.

ATLANTA
BILLION DOLLAR MARKET WITH A MILLION PEOPLE

BIG MOVIES + BIG AUDIENCE = BIG SALES!

CALL KATZ
waga CBS tv 5

the STORER station backed by 33 years of responsible broadcasting

### *Imperial 1961 Advertising to Follow 'Carefully Built' Theme*

Imperial advertising for 1961 will follow closely the same "successful pattern established last year," J. L. Wichert, Chrysler Corp. director of advertising and sales promotion for the Chrysler and Imperial division, announced. Built around the theme, "America's most carefully built car," Imperial's announcement ads will center in class magazines, newspapers, direct mail and, for the first time, network fm radio. After the four-color announcement pages in magazines and business publications, color pages will be used periodically in the same publications during the model year.

More than 1,600 newspaper ads have been scheduled along with a special series of ads in the *Wall Street Journal*. Direct mail will be used to reach 250,000 prospects, and Imperial will sponsor a daily news broadcast on the QXR network and 15 additional fm stations. Young & Rubicam is the agency.

# '61 Car Buyers Shopping Around, 'Look' Reports

NEW YORK, Oct. 11—A look-before-you-buy attitude seems to characterize new car buyers of 1961 models, according to the 24th "National Automobile & Tire Survey" issued by *Look*.

The survey, conducted for the magazine by Alfred Politz Research Inc., indicates that the plethora of compact and standard auto models on the market will mark the '61 selling season as a year of "shopping around."

These same factors, *Look* says, should contribute to stiffer competition in the already savagely competitive low-price field. Many prospective compact and medium-price buyers, the magazine points out, currently own autos in the low-price range.

■ In a departure from previous years, the latest auto study does not include figures on total unit sales for 1961. *Look*, which took over the research project from Crowell-Collier Publishing Co. in 1957, said an annual forecast was not developed in its latest study since projected figures might not be accurate and might be misinterpreted. Last year, the study indicated that unit sales for 1960 models would exceed 6,400,000 autos.

■ The 1961 study is based on personal interviews conducted in late April and early May in some 4,500 households throughout the U.S. In addition to general predictions on the market, the study also includes data on auto ownership, buying plans, income and other characteristics of new-car prospects.

Some highlights:

- The number of car-owning households is growing at a faster rate than the total U.S. population. Since 1955, car-owning households have increased 12% as against a 9% growth in national population; 39,500,000 families owned cars in 1960, a gain of 1,300,000 more than in 1959 and 4,250,000 more than in 1955.
- Multi-car households have increased 44% since 1955, with 7,000,000 homes currently maintaining two or more autos.
- Two out of three new-car prospects live in households with annual income of less than $10,000 median income, the study found. Prospects for imports, compacts and low-priced autos have an income of about $6,400. Family income of prospective medium-price auto buyers is about $8,000.
- By age, the biggest segment of the new car market is in the 35-44 age group. The suburbs of metropolitan areas account for more than a third—38%—of the market, while non-farm communities outside metropolitan areas account for 22%.
- Geographically, households in the north central states account for 39% of the prospective new-car market, followed by northeastern states (24%), southern states (21%) and western states (17%).

### *Beer Ads Popular in P.Q.*

Beer advertising in Quebec has been given a hearty vote of approval by 75.2% of the respondents to a province-wide survey sponsored by Quebec Brewers Assn. and conducted by Elliott-Haynes Ltd. Only 12% of the persons questioned would prohibit beer advertising in any form. "No opinion" on the matter was the response of 15.2%.

play/south

A NEW PUBLICATION FILLS "The Luxury Gap" IN THE SOUTHERN MARKET!

PLAY/SOUTH is a new magazine with a very definite purpose. It is written and published for that group of Southern business executives who work and travel in the Southland—and who play and relax there, too.

These executives and their families spend their money where they make it—in the famous play and resort areas of the South.

PLAY/SOUTH goes to a carefully selected group of business executives whose annual income is over $15,000 a year. This is a responsible influential market of buying power who can purchase the products and services you have to offer.

Recreation is big business in the South, a multi-billion dollar business, and if you as an advertiser or an advertising agency want a direct channel to this high potential market, place your sales message in PLAY/SOUTH—the magazine of Southern playlands. Monthly beginning December, 1960. Send today for rate-card and market information. PLAY/SOUTH Magazine, Dixie Bldg., Greensboro, N. C.

# 2nd in SALES ACTIVITY

## among all metropolitan markets of one million or more population

# KANSAS CITY SCORES AGAIN!

Selling is GREAT in Kansas City. In sales activity, Kansas City today *tops all but one* of the nation's 22 largest cities.

The Kansas City Star, 94% home-delivered, provides twice-daily saturation coverage of the 1,050,700-person metropolitan Kansas City Market at the *lowest milline open rate* of any U. S. daily newspaper.

**THE KANSAS CITY STAR**

*Morning and Evening — 650,190 Copies*

### INDEX OF SALES ACTIVITY*

| | | |
|---|---|---|
| 1. | Seattle | 124 |
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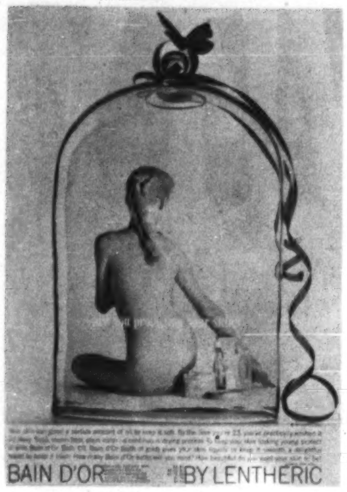
| 22. | Baltimore | 95 |

*Source: Sales Management "Survey of Buying Power"*

*Derived by dividing % of U. S. A. retail sales by % of U. S. population. The Index of Sales Activity serves, in the words of Sales Management, "to highlight those areas (mainly cities) which account for a disproportionately high (or low) sales volume in relation to average volume for their population."



**BATHTIME**—*The Lentheric division of Helene Curtis Industries has scheduled seven insertions of this color page this winter in Glamour, Mademoiselle, Harper's Bazaar and Vogue for its Bain D'Or bath products. Altman-Stoller, New York, is the agency.*

## Cocktail Mix Ads on TV Banned by NAB Code Board

WASHINGTON, Oct. 11—Makers of cocktail mixes will have to bypass tv the next time they're looking for an advertising medium, the tv code board of the National Assn. of Broadcasters made "crystal clear" last week.

The board locked, slammed, barred and sealed the door on tv advertising of liquor or any of its traveling companions. The controversy started when Holland House cocktail mix ads were reluctantly turned down by WPIX, New York, after the NAB code board got on the trail. The commercial was picked up later by WNTA-TV, not a code subscriber (AA, Oct. 3).

To dispel all doubts as to NAB's feelings, the tv code board has issued an interpretation which adds to the liquor ban this provision: "The liquor restraint applies also to the advertising of products and/or services in themselves not hard liquors, but which in their presentation induce the use of hard liquor."

The code office indicated that this was not a black and white ruling, but was intended to give a guideline to subscribers for commercials in which liquor is indirectly involved.

It is all a matter of treatment. If orange juice is advertised solely to mix screw drivers, or if other mixtures are treated solely to be used with liquor, there might be a problem. Otherwise, advertising for mixers will continue to be acceptable.

The Holland House taped commercial shows the actual mixing of a whisky sour using the non-alcoholic cocktail mix and liquor. A woman is shown holding a drink, and the word "liquor" is used. #

### Hittner, Littell to Knox Reeves

Pat Hittner, formerly in the advertising department of Dayton's department store, Minneapolis, has joined the copy department of Knox Reeves Advertising, Minneapolis. At the same time, Robert T. Littell, formerly with Butcher-Sherwood, Milwaukee, has joined Knox Reeves as a copywriter.

### Lando Lands Kemco Account

Kemco Corp., Sandy Lake, Pa., industrial control panel manufacturer, has appointed Lando Advertising Agency, Pittsburgh, to handle its advertising and public relations. Kemco recently became a subsidiary of Magnetics Inc., Butler, Pa.

### Cobb Joins Unimatic as VP

George L. Cobb has joined Unimatic Merchandisers, subsidiary of Universal Match Corp., St. Louis, as vp and general manager. Mr. Cobb recently resigned as president of the S.H. Kress & Co. variety store chain.

QUANTITY
Photos Sell
MODELS

They couldn't mail a Model, so they sent a glossy photo. If *you* can't send your product, send a photo.

8 x 10 GLOSSY PHOTOS 9½¢ EACH (in lots of 100)

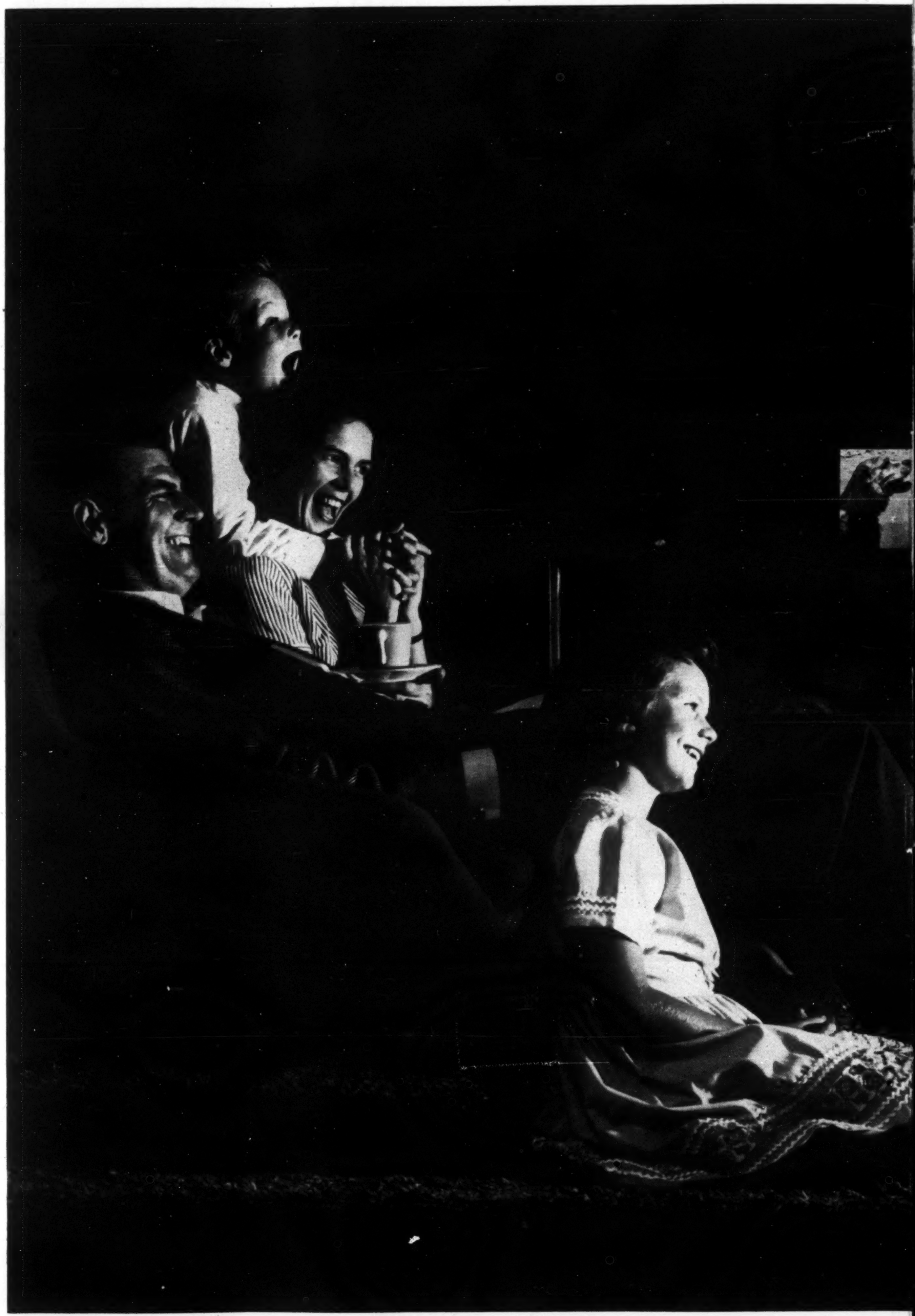
QUANTITY Photos will sell for you, because they are QUALITY Photos.

8 x 10 GLOSSY PHOTO PRICE LIST

| Number | 12 | 25 | 50 | 100 |
|---|---|---|---|---|
| Price ea. | 20c | 15c | 12c | 9½c |

Write for complete Price Catalog

QUANTITY PHOTO CO.
119 W. Hubbard St. • Chicago 10, Ill.
Telephone SU 7-8288



### *Bozell & Jacobs to Promote Alaska Tourist Industry*

The state of Alaska and Bozell & Jacobs have signed a contract for the promotion of Alaska's tourist attractions by B&J's Seattle office. Newspapers, magazines and other media will carry the advertising. Bozell & Jacobs is also the agency handling the Alaska Travel Promotion Assn., an industry group.

## Sweeney & James Offers New 'Look' Plan to Clients

CLEVELAND, Oct. 11—In collaboration with *Look*, Sweeney & James here is offering its industrial clients an opportunity to send their own customers and prospects gift copies of *Look* that will contain their advertising in special limited-circulation inserts.

The plan outlined by Sweeney & James is set up this way:

An advertiser supplies *Look* with his mailing list and then informs the companies that they will soon begin receiving the magazine as a gift for the next 12 months.

The advertiser furnishes *Look* with as many four-page advertising inserts as needed. The inserts, in b&w or color, are stitched into the special copies in back of the cover—two pages of advertising in front and two in the back of the book.

■ In describing the program to advertising managers, Sweeney & James says: "You have known for years that simply placing your company's advertising in industrial, business and trade publications is not enough. Much of it gets lost in a crowd of competing ads. Readers are busy."

John E. Sorrell, agency vp, said the *Look*-delivered inserts may get more attention in this consumer magazine than they would get in many of the special magazines. He said Sweeney & James has exclusive rights in Ohio for the plan.

The agency sees a prestige factor, too—it puts the sponsor's advertisements in company with those of major-league advertisers such as the U. S. Steel Corp. and General Motors. #

### *Bradford Joins Ferguson*

Ferguson-Miller Associates, Tulsa, has appointed Howard A. Bradford senior copywriter and radio-tv director to form the nucleus for a projected full-scale broadcast department. At one time president and partner of Bradford-Horner Advertising & Public Relations, Oklahoma City, Mr. Bradford formerly was with KOTV, Tulsa; WKY, Oklahoma City; KTRK-TV, Houston; and the Texas division of Dow Chemical Co.

House Undivided

Family get togethers in our town are happening every night.

Nothing since the popcorn bowl has provided so much for families to share and enjoy as the evening television programs on WBNS-TV. This catalyst for family fun and entertainment works wonders with dimples and sends the freckle faces off to bed glowing with good humor. Then Mom and Dad remain happy captives for the rest of the evening.

Conversation at next morning's Kaffee-klatsch and coffee break quite often is concentrated on the startling telementaries made by WBNS-TV. These spotlight the problems afoot in the community where we were born and raised. They range from the role played by Columbus's giant Lockbourne Air Base in the Strategic Air Command to an inquiring look into the emergency room of Children's Hospital; from a searching view of Franklin County schools to a report on juvenile delinquency and what Columbus is doing about it.

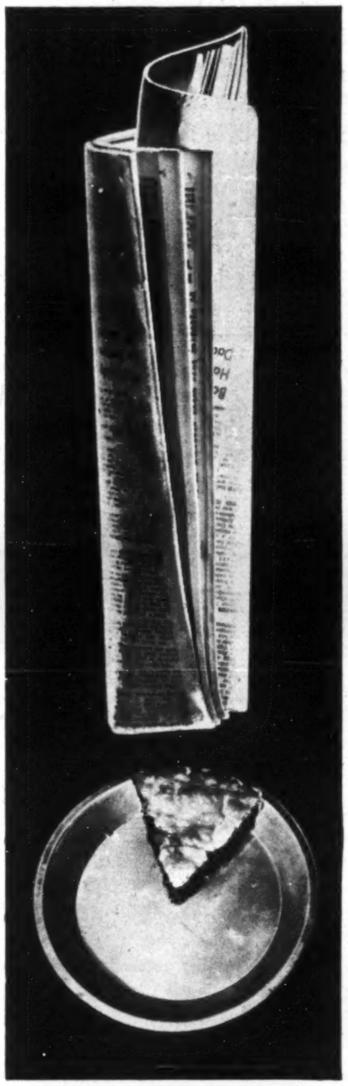
Reaction to our "made in Columbus" public service programs has been, in a word, overwhelming. Sometime we'd like you to thumb through our newspaper publicity scrapbook and see the reams of favorable editorial comment. Mail from the opinion-forming members of the community has been coming in as never before.

The rare combination of wholesome fun for the family and down-to-earth community reports to adults solidifies our standing with 2,000,000 neighbors. That's why sales-minded a/e's insist: *"If you want to be seen in Central Ohio—WBNS-TV."*

**WBNS-TV**

CBS Television in Columbus, Ohio

*Affiliated with The Columbus Dispatch and WBNS Radio. Represented by Blair TV. 316 kw*



**83%**

**HOME DELIVERED**

. . . and wheeled to the doorsteps of your best potential customers—loyal metropolitan-area readers of The Detroit Times who are influenced daily by its advertising messages. And a resounding 234,333 Detroiters in the metropolitan area alone read the Times exclusively (130,889 more than Detroit's morning paper*). Be assured . . . the Times will deliver enviable sales results.

*Detroit News 5th Quinquennial Survey

KEEP YOUR EYE ON THE TIMES

Detroit Times

Represented nationally by
HEARST ADVERTISING SERVICE INC.

*Honoring the Minds that meet the Challenge of the '60s...* **IRE remembers the MAN**

*...for*

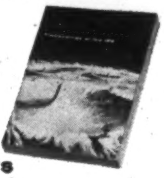
*using electronics to promote public welfare*

*Haraden Pratt*

THE FOUNDERS OF THE INSTITUTE OF RADIO ENGINEERS

Electronics will have increasing impact on public welfare during the '60s, thanks to technical developments planned and administered by Haraden Pratt, winner this year of IRE's much-coveted *Founders' Award.* Mr. Pratt, IRE Secretary and consulting engineer, has been cited "for outstanding contributions to the radio engineering profession." IRE is proud to honor him, and to salute all who, in this challenging decade, work for the advancement of electronics and apply it to the betterment of our lives.

For a share in the present, and a stake in the future, make your product NEWS in



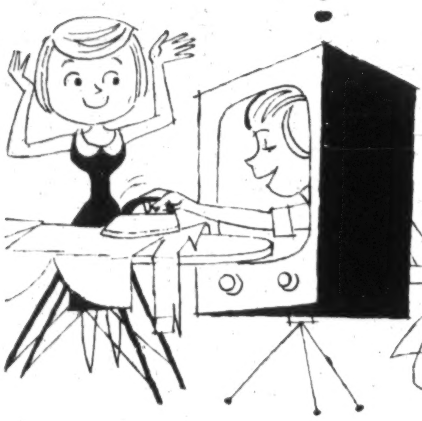
Your company, too, has to meet the challenge of the '60s in the vast radio-electronics field; to do so, it too must "remember the man" — must reach the top-level minds who control purchasing for electronic equipment, components and supplies. 65,243 (ABC) of them read **Proceedings** every month — ACT on what they read. Present your company's facts in **Proceedings** — and watch the reaction!

**Proceedings of the IRE • The Institute of Radio Engineers**

Adv. Dept. 72 West 45th St., New York 36, N. Y. • MUrray Hill 2-6606 BOSTON • CHICAGO • MINNEAPOLIS • SAN FRANCISCO • LOS ANGELES

Helpful, intelligent programming sets the mood that means response to your sales messages on KOIN-TV, *the* medium in Portland, Oregon and 32 hard-buying surrounding counties. Your customer tuned to KOIN-TV is in a receptive mood... a mood we've cultivated with a program format that's tailored to fit the needs and desires of our community. Check the latest Nielsen for proof*.

KOIN*TV PERSUADES PEOPLE in PORTLAND!



* Highest ratings and widest coverage... 7 of every 10 homes in Portland and 32 surrounding counties.

KOIN-TV • Channel 6, Portland, Oregon
One of America's Great *Influence* Stations
Represented Nationally by CBS-TV Spot Sales

# Getting Personal

**Lionel Wiggam**, who models two days a week and writes the rest of the time, will have his first novel, "The Land of Unloving," published next spring by Macmillan. His photo on the jacket cover will be a head shot by Photographer **Hans Lownds** that was used in an ad for Wallach's, New York retail clothier . . .

**Theodore S. Repplier**, president of the Advertising Council, and **E. K. Hartenbower**, chairman of NAB's tv code board and general manager of KCMO, Kansas City, Mo., were among the 60 Americans flying to Europe Oct. 14 for a 10-day study tour of Radio Free Europe's broadcasting facilities . . .

The **Noble** sisters—**Catherine**, a time buyer at McCann-Erickson, and **Flora**, a market research analyst with A. C. Nielsen Co., are on a three-week jaunt to England, Scotland and Holland . . .

American Legion's Chicago Post No. 170 almost staged a Joe Guenther Day Oct. 3 to honor ex-post commander **Joe Guenther**, vp of the Branham Co., newspaper representative, who celebrated his 50th year in the ad world. Problem was Joe was tapped for jury duty in a criminal case and couldn't attend, so the festivities will be held over until November . . .

Granger Wagner Johnson Rockefeller

GOLDEN ANNIVERSARY—*Well wishers who blew out candles for the 50th anniversary celebration of the National Urban League at a dinner held recently in New York, were Lester B. Granger, executive director of the National Urban League; New York Mayor Robert F. Wagner; John H. Johnson, publisher of Ebony, Jet, Tan and Beauty Salon; and New York Governor Nelson A. Rockefeller.*

**Charlie Doughtie**, Kudner copywriter, had his second children's book, "High Henry," published this month by Dodd, Mead & Johnson. His first one, "Gabriel Wrinkles," a year ago, has made his bloodhound character famous, and brought in a lot of interesting mail—including checks, he reports . . .

**Bill Manville**, copy chief at J. M. Hickerson Inc., New York, on Oct. 14, 1958, started writing his weekly column, "Saloon Society," for the *Village Voice*, Greenwich Village newspaper. Now two years later to the day, Duell, Sloan & Pearce published his book, "Saloon Society," based on the column. The characters are the "guzzlers of life"; their motto: "Let's do everything" . . .

**Mac Dane**, of Doyle Dane Bernbach, is celebrating the birth of his first grandchild, Matthew Caleb, born Sept. 27 to Mr. and Mrs. Henry Dane of Haversford, Pa. Henry is teaching and studying for a Ph.D in English lit at the University of Pennsylvania while his wife is majoring in art at Bryn Mawr . . . **Robert Pauley**, vp in charge of ABC Radio, New York, and his wife, Barbara Anne, are the parents of a third son, born Oct. 5 . . .

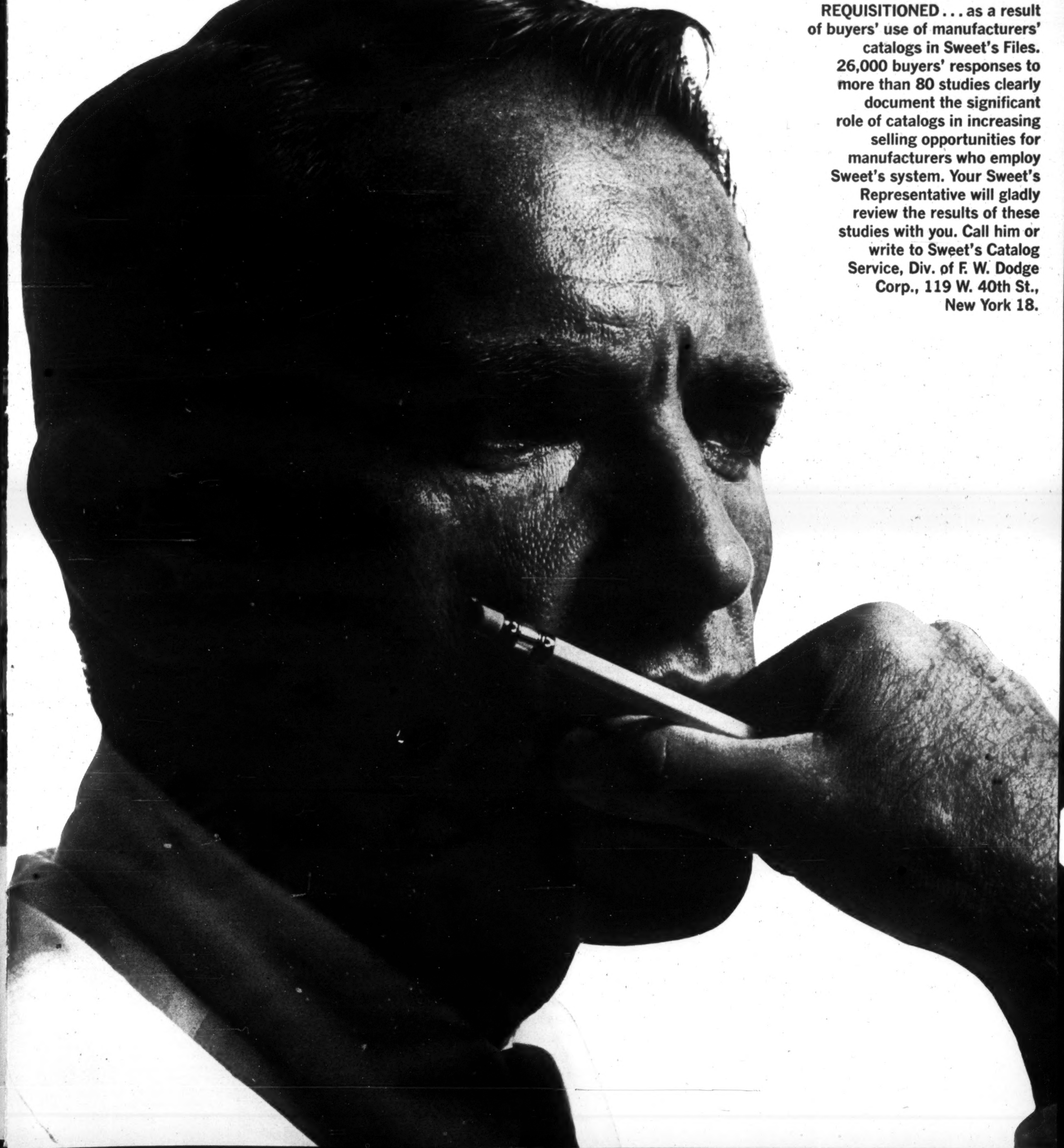
**Walter A. Spiro**, exec vp of Lavenson Bureau of Advertising, has been appointed chairman of the United World Federalists, Philadelphia Area Council. Previously he was 1st vp . . .

**Dr. Frank Stanton**, CBS president, has signed with Alfred A. Knopf to write a Borzoi book assessing the growth of broadcast journalism, including the current Presidential debates. He will discuss the debates as a "major breakthrough both in broadcast journalism and in the evolution of the electoral process" . . .

**Thomas B. Shull**, director of film operations for Storer Broadcasting, has been elected chairman of the U. S. Broadcasters Committee on World Affairs . . .

Dec. 26 is the date set by **Patricia Braunstein**, senior project director at Marplan, research affiliate of McCann-Erickson, and **James Greenwald** of the radio sales staff of the Katz Agency . . . **Geraldine Kelley**, copywriter for Andrew Curcio Advertising, Cambridge, Mass., and **James Owens**, with the executive sales division of Northeast Airlines, New York, will be married in April . . . Harriet Stein and **Howard Plissner**, in marketing research at C. J. LaRoche & Co., New York, have announced their engagement . . . Pamela Battey, daughter of **Edward Battey**, research vp at Compton Advertising, was married Oct. 1 to Dr. Jere Holloway Mitchell, in heart research at the National Institutes of Health . . .

# EVALUATED



PRODUCTS ARE EVALUATED . . . SPECIFIED . . . APPROVED . . . REQUISITIONED . . . as a result of buyers' use of manufacturers' catalogs in Sweet's Files. 26,000 buyers' responses to more than 80 studies clearly document the significant role of catalogs in increasing selling opportunities for manufacturers who employ Sweet's system. Your Sweet's Representative will gladly review the results of these studies with you. Call him or write to Sweet's Catalog Service, Div. of F. W. Dodge Corp., 119 W. 40th St., New York 18.

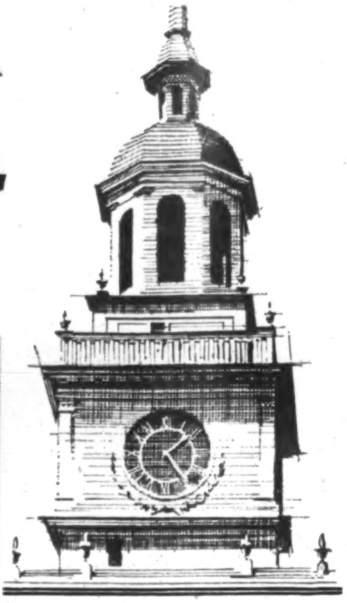
PHILADELPHIA
WIBG

The finest families in Philadelphia listen to WIBG. First in quantity, quality and on-the-air audiences, according to the latest Pulse and Hooper.

CALL KATZ

WIBG
A STORER STATION RADIO 99 ON YOUR DIAL

*the* **STORER** *station backed by 33 years of responsible broadcasting*



### *Fairbanks, Morse Promotes Bolles, Names Logelin*

Blair Bolles, vp in charge of pr and advertising of Fairbanks, Morse & Co., Chicago, has been elevated to vp-assistant to the president, and Warren A. Logelin, pr director of Acme Steel Co., Riverdale, Ill., has been named to succeed him.

Mr. Logelin, prior to his association with Acme Steel, served as pr and advertising director of Crane Co. and of the Chicago Assn. of Commerce & Industry. Previously he had been director of advertising of the Chicago Transit Authority.

### *William Brady Retiring*

William W. Brady will retire Nov. 1 as director of public and government relations of Grand Union Co., East Paterson, N.J. He has been with Grand Union Co. for 36 years, starting as a clerk. He plans to enter business as a consultant.

## *JWT Names Three Women VPs; Total in Agency Now Ten*

NEW YORK, Oct. 11—J. Walter Thompson Co. last week elected three women writers vps. They are Ruth Downing, Helen Klintrup and Harriet Rex, all copy group heads in the New York office—and all bent on advertising careers since college days.

This brings to ten the number of women currently holding the vp title at Thompson (seven are in the New York office, three in Chicago). The figure compares with the 120 men who are vps in Thompson's U.S. offices, according to *Standard Advertising Register's* agency list.

Helen Klintrup

Ruth Downing

- Miss Downing studied advertising at New York University's school of marketing, but joined Thompson as a secretary in order to "get her foot in the door," as many another woman has done at Thompson. She was soon switched to time buying in the radio department, and from there went into copywriting.
- Miss Klintrup started her advertising career in college, serving as advertising manager of the Wellesley College newspaper and selling advertising space on dormitory desk blotters. Stints at Newell-Emmett, Benton & Bowles and R. H. Macy & Co., preceded her joining Thompson four years ago.
- Miss Rex began writing marionette shows at the age of 11 and majored in advertising at the University of Missouri's school of journalism. Her first job out of college was writing direct mail and radio commercials for Swift & Co. to persuade midwestern farmers to sell their livestock, cream and eggs to that company. From there she joined Thompson as a cub copywriter.

Harriet Rex

▪ Thompson's seven other women vps, as reported in the September agency list, are Margaret King Eddy, Nan Findlow, Nancy F. Stephenson and Janet Wolff, in New York, and Mabel C. Anderson, Margaret Weishaar Buchen and Anne Fitzhugh Cummings, in Chicago. #

### *Bradley to Parchment Paper*

John L. Bradley, formerly advertising and sales promotion director of Litecraft Mfg. Co., Passaic, N. J., has been appointed advertising director of Paterson Parchment Paper Co., Bristol, Pa. His previous affiliations include Benton & Bowles, Calkins & Holden, G. M. Basford Co. and Cunningham & Walsh.

### *Fortis Named Creative Head*

Dawson & Turner, Portland, has appointed J. Gerald Fortis creative director in charge of copy and visual planning. Mr. Fortis has been with the agency five years, serving as an account executive and director of radio and television.

WHERE THERE'S A FARM
(IN THE 67 COUNTY WHEELING-PITTSBURGH TRI-STATE AREA) THERE'S
WWVA

NOW CELEBRATING ITS 25th CONSECUTIVE YEAR OF AWARD-WINNING "TOTAL AREA" FARM BROADCASTING

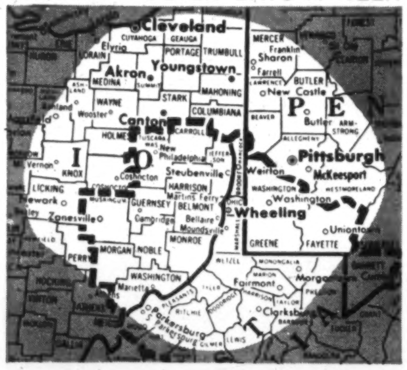
WWVA Celebrating 25 years of Farm Broadcasting

Farm notables gathered recently at a WWVA luncheon honoring the Tri-State Farm Broadcasters Association. Host, Paul J. Miller, Storer Vice President and Managing Director of WWVA, presented plaques in commemoration of twenty-five years of active participation in WWVA farm broadcasting to Bob Lang, County Agent, Belmont County, Ohio; and, to the Extension Service Departments of West Virginia University and, of Ohio State University (Left to right): Paul A. Myers, Assistant Managing Director, WWVA; Authur Smith, Assistant Radio-TV Editor College of Agriculture, Ohio State University; J O Knapp, Director, Agriculture, West Virginia University; Mr Miller; Bob Lang, County Agent, Belmont County, Ohio and John Corrigan, the WWVA Farm Director.

***FOUR IMPORTANT FACTS THAT SHOULD INTEREST EVERY ADVERTISER:***

1. **WWVA's Tri-State Farm Broadcasters Association, programming one hour a day, five days a week, is one of the oldest of its kind in radio today.**
2. **WWVA is the only Wheeling 50,000 watt network station (CBS) serving the Pittsburgh Tri-State Area.**
3. **WWVA is the only radio station with "total area" programming in this Six Billion Dollar Market.**
4. **WWVA's farm broadcasts are the only programs with active participation (30 farm specialists) of the agricultural extension services of three states: West Virginia University, Ohio State University and Penn State University, plus the radio services of the U.S. Department of Agriculture.**

WWVA
PULSE AREA SURVEY PROVED DOMINANT SEVEN DAYS A WEEK



*More farmers depend on WWVA than all other farm media combined.*

*Farm population: 646,800—*
*Farm income: $481,048,000.*

*the* **STORER** *station*
*backed by 33 years*
*of responsible broadcasting*

*Call* ***BLAIR***

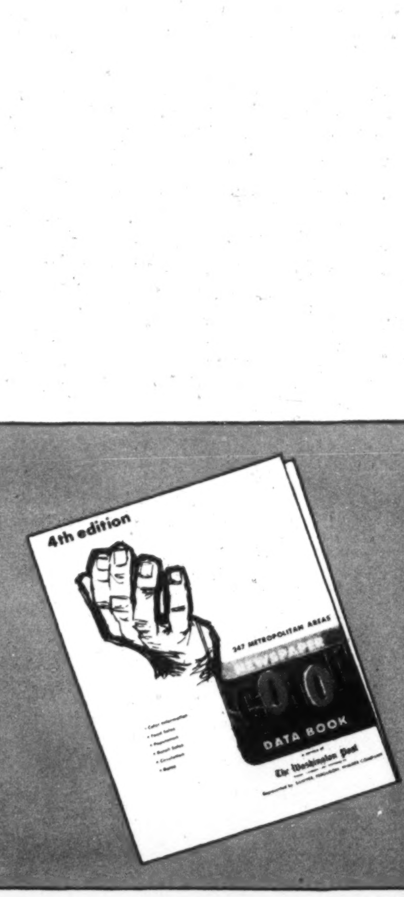
**NATIONAL SALES OFFICES:**
625 Madison Ave., N.Y. 22 PLaza 1-3940
230 N Michigan Ave., Chicago 1 FRanklin 2-6498

The Washington Post is third among all newspapers in the nation's top ten markets in total R.O.P. Color advertising linage.

MEDIA RECORDS
R.O.P. Color Advertising
First Five Newspapers
Top Ten Markets
First half, 1960

| | |
|---|---|
| 1. Los Angeles Times | 1,290,043 |
| 2. Chicago Tribune | 1,072,459 |
| 3. The Washington Post | 713,049 |
| 4. Philadelphia Bulletin | 625,982 |
| 5. Chicago Daily News | 618,983 |

FIRST IN WASHINGTON
IN CIRCULATION
IN ADVERTISING
IN AWARDS



**SEND FOR WASHINGTON POST COLOR DATA BOOK**

The fourth edition of the Color Data Book gives color, costs and circulation information for all newspapers of 20,000 or more circulation in the 247 largest U. S. metropolitan markets. In addition to color information, consumer market data is also provided. Write or call the nearest Washington Post representative.

**The Washington Post**

**460,000 Sunday Circulation**
**400,000 Daily Circulation**

*Member Newspaper Color Advertising, Inc.*

Represented nationally by: Sawyer, Ferguson, Walker Company in New York, Chicago, Detroit, Atlanta, Philadelphia, San Francisco and Los Angeles.

The Station of Quality in the Quad-Cities

ROCK ISLAND • MOLINE • EAST MOLINE, ILL.
DAVENPORT, IA.

QUAD-CITIES
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

WHBF

CBS RADIO & TELEVISION FOR WESTERN ILLINOIS - EASTERN IOWA

## TV Commercial Reports to Measure Penetration, Retention

NEW YORK, Oct. 11—Audits & Surveys Co. last week embarked on a new television commercial copy research service, TV Commercial Reports.

The marketing research company reports that it already has signed Young & Rubicam and McCann-Erickson for this continuing service, which is geared to measure penetration and retention of commercial messages and sales points among viewers. Research will cover commercials on most nighttime network schedules from October through March.

Tv commercial reports will operate as a separate division of the company under the supervision of Jack Boyle, former president of Qualitative Research. Mr. Boyle will maintain a special field staff trained for the new service.

all this... and only 77 calories

Poultry and Egg National Board

**EGG AND DOC**—*The Poultry & Egg National Board launched a series of nutritional messages to doctors with this page in the Oct. 15 Journal of the American Medical Assn. Ads will run in 13 other publications read by men and women "who help shape the egg eating habits of Americans."*

Research will be of the personal interview type, employing the 24-hour recall method. Interviewers will show respondents a list of about five programs aired the previous night and ask them which they had viewed. If the respondent saw one or more shows, the interviewer will proceed with questions on the shows he watched. Results of the queries will be contained in reports to subscribers of the service, showing:

1. Recall of the commercial at two levels.
2. Recall of correct brand name.
3. Verbatim responses to probing questions on recall of sales points.
4. Verbatim responses to recall of the commercial's main ideas and feeling.
5. Which points or ideas recalled were of most interest to the respondent.
6. Respondent's over-all appraisal of the selling effectiveness of the commercials.

■ The sample for each measured commercial will include 100 men and 100 women who watched the show in which the commercial appeared. Surveys will be conducted in New York, Boston, Philadelphia, Washington, Baltimore, Chicago, Detroit, Cleveland, Cincinnati, and St. Louis.

For the coming season, TV Commercial Reports plans to conduct its interviewing for 56 nights in its regular service to subscribers, Mr. Boyle said. The schedule will be as follows: During the first week, interviews will be conducted on broadcasts of Sunday, Monday, and Tuesday nights. The following week will include reports on Wednesday, Thursday, Friday and Saturday. There will be no interviews during the third week. This procedure will then be repeated.

■ Normally, the service to a client will be three weeks from the broadcast date, but special reports will be available sooner, Mr. Boyle said. He pointed out that the service is flexible and can cover any commercial at any time with a minimum of advance notice.

Mr. Boyle said, "In cases where the basic interviewing schedule does not meet a client's full needs—e. g., daytime broadcasts—it will be possible to cover additional programs under an identical interviewing situation. Such studies will have full comparability with original data and resulting norms." Several special orders already have been placed with the company, including one from Vick Chemical Co., he added. #

If 1½ million is a "must" market...

SALT LAKE IS A MUST!

SALT LAKE IS AN EXCEPTIONAL MARKET that's the exception to buying by the city population only. In addition to reaching and selling nearly ½ million persons in Salt Lake City, an advertising schedule in The Salt Lake Tribune and Deseret News and Telegram, OPENS THE DOOR TO A MILLION MORE prosperous prospects in the four state area served by these two metropolitan newspapers. That's why we say "There's more to Salt Lake than Salt Lake." And 1½ million is a "must" market no matter where you find it.

Newspapers are the Best National Media. Read by most people. Carry largest volume of advertising. The people of America Buy 58,000,000 newspapers Every Day.

The Salt Lake Tribune
(MORNING & SUNDAY)

NEWSPAPER AGENCY CORPORATION · AGENT ·
NAC

DESERET NEWS AND
Salt Lake Telegram (EVENING)

Represented Nationally by [illegible]

# up... up... and up

## GOOD HOUSEKEEPING'S THIRD ANNUAL JUNE DRUG CHAIN PROMOTION "WONDERWORLD FOR WOMEN"

From coast to coast twenty-six major drug chains participated in Good Housekeeping's Third Annual June Drug Chain Promotion. Did merchandise move for the 36 products which tied-in? Listen to these typical comments:

"Cunningham's-Kinsel's are proud to have been a part of this planned and well executed event. 'Miss Consumer' proved to us her belief and the continued potential of the famous Good Housekeeping Guaranty Seal."

*Virgil Terry, General Merchandise Mgr., Cunningham Drug Stores, Detroit, Mich.*

"The Katz Drug Company has enjoyed increased sales in all departments because of the enthusiasm and interest created by this promotion. We are looking forward to next year's promotion as we know that you will come up with something which will bring us new ideas, interest and additional volume."

*Al Diamond, Sales Promotion Mgr., Katz Drug Co., Kansas City, Mo.*

"Of course, the promotion was eminently successful, and we look forward each year to being a participant in your very fine program."

*Jac Stich, Sales Director, Katz & Besthoff, Inc., New Orleans, La.*

And *lots* more! For additional graphic details . . . and for a complete inventory of reasons why *your* product belongs in Good Housekeeping—ask your Good Housekeeping salesman!

## GOOD HOUSEKEEPING

MAGAZINE AND INSTITUTE

Pursettes
DRYPER
FASTEETH
Dentlock
PHILLIPS' MILK OF MAGNESIA
ODO-RO-NO Cream
Wash 'n Dri
EYE-GENE
ban
Noxzema
UNGUENTINE
Dentalo
evenflo nursing unit
BONDEX DOUBLE FACED
BOBBI
Supreme HAIR CUTTING KIT
Solarcaine
Revlon
Femd

**THESE DRUG CHAINS PARTICIPATED:** *Albright & Wood, Mobile, Alabama; Bert's Drugs, Inc., Anchorage, Alaska; Broward Drug Stores, Fort Lauderdale, Florida; Cunningham Drug Stores, Detroit, Michigan; Daw Drug Company, Rochester, New York; Dockum Drug Company, Wichita, Kansas; Drug Fair Stores, Arlington, Virginia; Gray Drug Stores, Cleveland, Ohio; Hook Drugs Inc., Indianapolis, Indiana; Jacobs Pharmacy Co. Inc., Atlanta, Georgia; Katz Drug Company, Kansas City, Missouri; Katz & Besthoff Inc., New Orleans, Louisiana; Liggetts Drug Company Inc., Stamford, Connecticut; Madings Drug Stores, Houston, Texas; Fred Meyer Inc., Portland, Oregon; The Owl Drug Company, Los Angeles, California; Rea & Derick Inc., Northumberland, Pennsylvania; Rennebohm Drug Stores, Madison, Wisconsin; Republic Drug Company, Denver, Colorado; Ryan-Evans Drug Stores Inc., Phoenix, Arizona; Skillern's Drug Stores, Dallas, Texas; Snyder Drug Stores, St. Paul, Minnesota; Sun Drug Company, Pittsburgh, Pennsylvania; Sun Ray Drug Company, Philadelphia, Pennsylvania; T. P. Taylor & Company, Louisville, Kentucky; Veazey's Drug Company, Oklahoma City, Oklahoma.*

# Bronk Unit Asks 'Coordination' of Drug Ad Policing

### Scientist Group Cites Divided Responsibility, Urges Faster Reporting

WASHINGTON, Oct. 11—Eight prominent medical scientists selected by the National Academy of Sciences to "investigate" the Food & Drug Administration have called for more effective government policing of medical advertising to the public and to the medical profession.

Considering limitations in authority, funds and scientific personnel, FDA is doing an "acceptable" job, the experts said. But there is immediate need to tighten its control over the drug industry and to "coordinate" the supervision of labeling, promotional material and other advertising of drugs, now divided among several government agencies.

The committee had been selected by the academy at the request of Secretary of Health, Education & Welfare Arthur Flemming, after the Kefauver committee heard testimony that FDA sometimes approves a drug without conclusive evidence that it is new or entirely safe.

This committee, appointed by Dr. Detlev Bronk, president of the academy, was asked to determine whether FDA's procedures are adequate to protect the nation's drug supply. A second committee designated by Secretary Flemming, also is reviewing FDA processing of several controversial "new drug" applications which were attacked in testimony before the Kefauver committee.

■ The report of the academy committee said there is no evidence that FDA has disregarded public health or that it has been reluctant to act when hazards were established by subsequent clinical experience.

It submitted, however, a long list of suggestions for strengthening FDA—most of them already proposed by Secretary Flemming and Sen. Kefauver. Among them:

- Broader power to study a new drug before approving it. Now FDA only passes on safety. The committee says it should also have power to refuse to clear a new drug unless it is satisfied that the drug is effective.
- Broader power to inspect drug factories and to require drug companies to maintain records of clinical experience with their products.
- FDA certification of each "batch" of all antimicrobial agents used in treatment of infectious diseases.
- Stricter control over promotion materials sent to doctors.
- Faster action against all ads, to doctors or the public, which convey information not in conformity with scientific fact.
- More technical personnel and staff.

■ The committee gave an outright endorsement to regulations recently proposed by FDA requiring that drug companies provide doctors with the full text of the official label on all new drugs promoted by detail men or direct mail. Most drug companies have protested the proposal as cumbersome, costly and unnecessary, and its adoption has been postponed. American Medical Assn. was among the groups asking additional time to consider the proposal.

The committee's recommendation that divided responsibility in the advertising field be re-examined touches on a delicate issue. Under an existing agreement, advertising to the public is regulated by the Federal Trade Commission; labeling, including much of the material that goes to doctors, is controlled by FDA.

Federal Trade Commission Chairman Earl Kintner has told the American Bar Assn. that the division of responsibility has a sound basis. While FDA is concerned only with protecting health, he pointed out, FTC's responsibilities also include the protection of fair competition. He suggested that enforcement of advertising laws by an agency responsible only for health might result in a situation where the government would fail to be sensitive to practices which

**RIGHTS** *and* **WRITERS**

**A Handbook of Literary and Entertainment Law**

**by Harriet F. Pilpel and Theodora Zavin**

This authoritative, up-to-date single-volume source on legal aspects of literary and dramatic material and its use will be of inestimable value to those in the communication fields—account men, broadcasting executives, editors and publishers. Practical, lucid summaries and discussions of dozens of precedent-setting decisions in copyright, contracts, taxes, censorship, libel, privacy, protection of ideas, etc. $7.50

**EXAMINE THIS NEW VOLUME AT NO-RISK!**

E. P. DUTTON & CO., Dept. AA-2
300 Park Avenue South
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Send me ......... copies of RIGHTS AND WRITERS for 10 days free examination. At the end of the 10 days I will either remit my payment of $7.50 (plus postage) or return the book and owe nothing.

Name ..........................................

Business Affiliation ..........................

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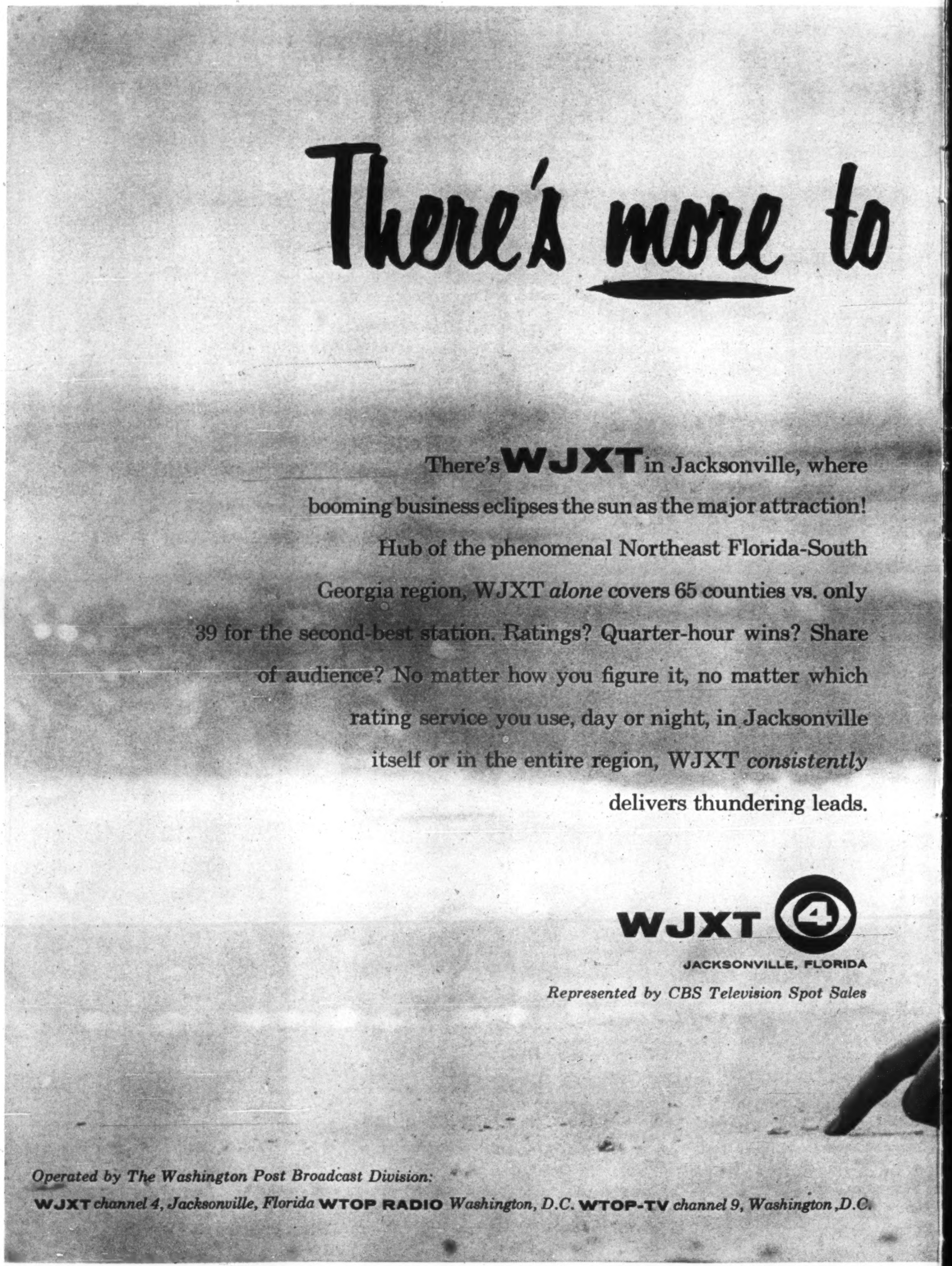


There's **WJXT** in Jacksonville, where booming business eclipses the sun as the major attraction! Hub of the phenomenal Northeast Florida-South Georgia region, WJXT *alone* covers 65 counties vs. only 39 for the second-best station. Ratings? Quarter-hour wins? Share of audience? No matter how you figure it, no matter which rating service you use, day or night, in Jacksonville itself or in the entire region, WJXT *consistently* delivers thundering leads.

**WJXT** ④
**JACKSONVILLE, FLORIDA**
*Represented by CBS Television Spot Sales*

*Operated by The Washington Post Broadcast Division:*
**WJXT** *channel 4, Jacksonville, Florida* **WTOP RADIO** *Washington, D.C.* **WTOP-TV** *channel 9, Washington, D.C.*

result in unfair competition.

▪ While he expressed enthusiastic approval of most of the proposals by the academy committee, Secretary Flemming refused to commit himself on its comments with respect to the division of authority over advertising. He said it is "an important recommendation," but that a study of the organizational problems involved will be necessary before he can make recommendations to the President.

The text of the committee comment on advertising declared:

"The committee considers that the advertising of pharmaceuticals requires more careful regulation than that of products unrelated to the prevention and cure of disease. It therefore recommends that careful study be given to the problem of coordinating the supervision of labeling, promotional material, and other advertising of drugs, now divided among several agencies of the government, and to means of insuring that all information concerning drugs conveyed to the profession and the public by whatever means be in conformity with scientific fact." #

### *American LaFrance Names Agency, New Ad Executive*

American LaFrance, a division of Sterling Precision Corp., Elmira, N.Y., which formerly placed its advertising direct, has appointed Mellor Advertising Agency, Elmira, to handle advertising, pr and publicity for all products. American LaFrance also has named T. Sloane Palmer, former vp of Comstock & Co., Buffalo, advertising manager for fire protection equipment, succeeding Harry Butters, who has retired after 43 years with the company.

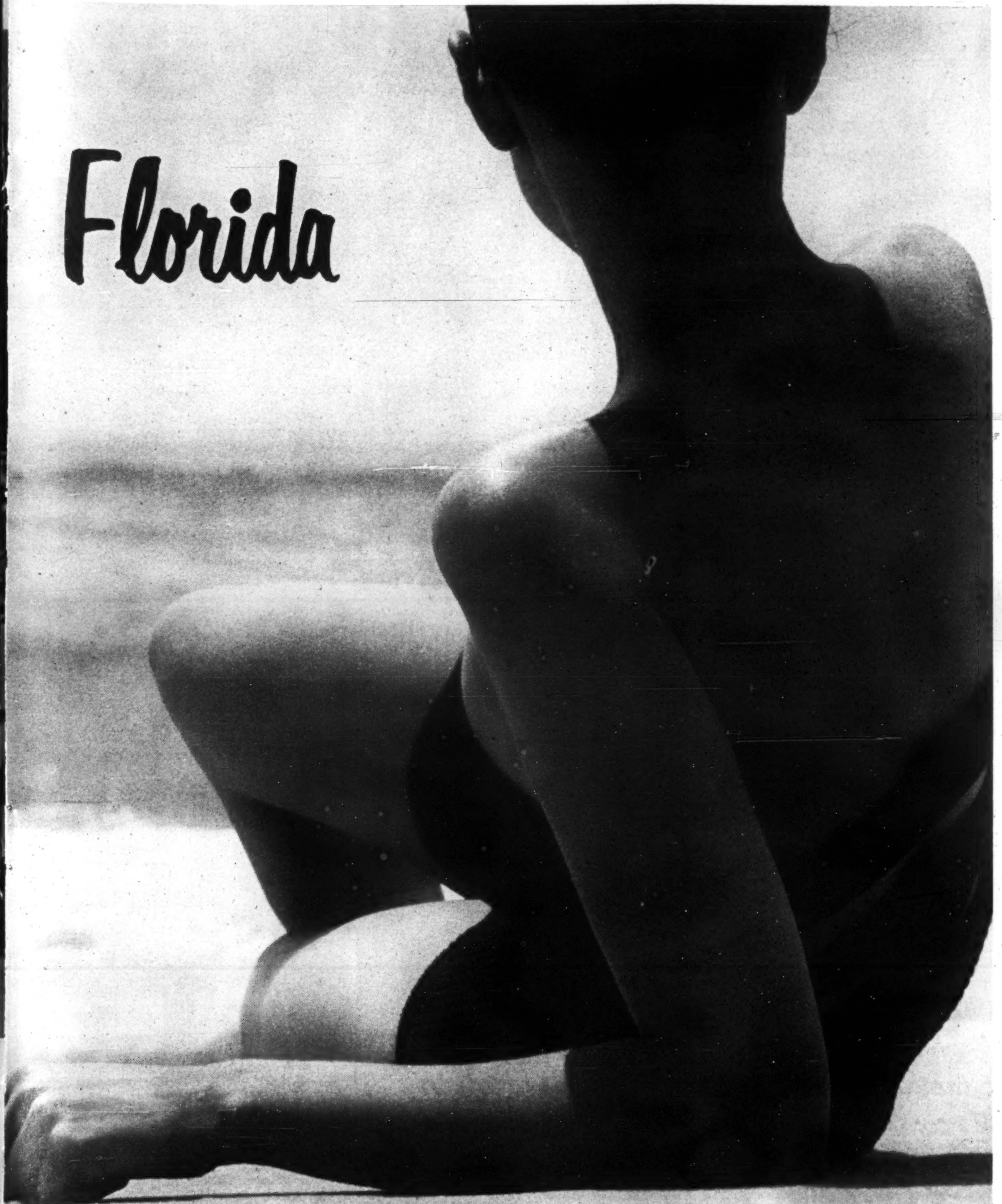
LaFrance products were recently realigned in four sales divisions: fire department apparatus; fire department supplies; fire protection, industrial; and fire protection, consumer products. New in the product line is fire protection equipment for homes, pleasure craft and motor vehicles.

### *Suburban Directory Out*

The growth of suburban communities south of Chicago is shown graphically by the fifth annual edition of the "South Suburban Street Address Directory," published by Reuben H. Donnelley Corp., Chicago. The new volume, which is leased to users on an annual basis, covers 51 principal communities in Cook County and contains more than 116,000 listings. The first edition, published in 1956, included 36 communities and 80,000 suburban families and businesses.

### *Baker Joins Sawyer Biscuit*

Allan H. Baker has joined Sawyer Biscuit Co., Melrose Park, Ill., division of United Biscuit Co. of America, as marketing manager. Mr. Baker formerly was advertising manager of Keebler Biscuit Co., Philadelphia.



and only
ONE can
give you
TOTAL
Coverage
in the
PONTIAC
AREA

In an area of 283,000 people, 76% take THE PONTIAC PRESS daily. Be sure and see the comprehensive new study on home coverage in Pontiac!

Total Selling needs
Total Coverage
In Pontiac, Total Selling
Means The Press

THE
PONTIAC PRESS
PONTIAC • MICHIGAN
Scolaro, Meeker & Scott, New York,
Philadelphia, Chicago and Detroit
Doyle & Hawley,
San Francisco and Los Angeles

**Your best friends will tell you!**

Ask any leading adman. He'll tell you that money can't buy better quality work or better service than you always get when you use the services of Century!

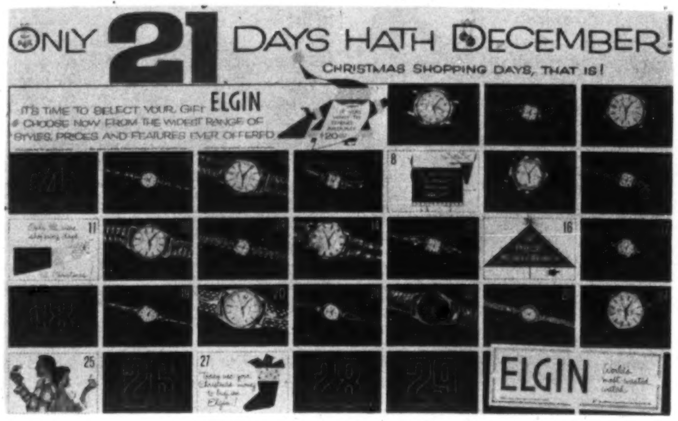
**You can be certain with**

**CENTURY**

**ELECTROTYPE COMPANY, INC.**

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings

160 East Illinois St., Chicago 11 • DElaware 7-1541


ONLY 21 DAYS HATH DECEMBER!
CHRISTMAS SHOPPING DAYS, THAT IS!
IT'S TIME TO SELECT YOUR GIFT ELGIN
& CHOOSE NOW FROM THE WIDEST RANGE OF STYLES, PRICES AND FEATURES EVER OFFERED
8
11
16
25
27
ELGIN

VARIETY—*This four-color Christmas gift spread, featuring diversity in style and price, will be Elgin National Watch Co.'s most spectacular splash in print media this season. The spread, produced by J. Walter Thompson Co., Chicago, will appear Nov. 26 in Look and The Saturday Evening Post. Both spot and network television will be used.*

## *TV Special, Spot, Plus Magazines on Elgin Yule Schedule*

ELGIN, ILL., Oct. 11—Elgin National Watch Co. is combining spot and network tv and national magazines in a pre-Christmas promotion of Elgin watches as holiday gifts.

The campaign, scheduled for November and December, features the Dave Garroway and Jack Paar shows (NBC-TV) and includes *Look, The Saturday Evening Post, Sports Illustrated* and *Time.*

More than 160 NBC-TV stations will carry the highlight of the tv campaign, "Dave's Place," an hour-long "special," on Nov. 18. A schedule of twice-weekly announcements on the "Today" show will begin Nov. 15 and run through Dec. 19.

Jack Paar will present a series of Elgin announcements on his program from Nov. 18 to Dec. 20 in 157 markets.

■ A four-color Christmas spread will appear Nov. 26 in *Look* and the *Post. Look* will also carry smaller Elgin ads in its Oct. 25, Nov. 7 and Nov. 22 issues. Eight one-third page advertisements, featuring the Lord and Lady Elgin lines, will appear in both *Sports Illustrated* and *Time* from the last week in October to the second week in December. #

### *Mystik Products Elects Robert Leander President*

Robert J. Leander has been elected president of Mystik Adhesive Products, Chicago, maker of Mystik tapes and adhesives specialties, succeeding Russell J. Leander, founder of the company, who has been elected chairman of the board. Robert D. Smith has been named exec vp.

Robert J. Leander

Mr. Leander, who formerly was president of Chicago Show Printing Co., will continue as chairman of Chicago Show.

### *Wynn Oil Names Keim*

Wynn Oil Co., Azusa, Cal., has appointed T. Beverley Keim advertising director of its automotive additive products. Mr. Keim was formerly an account executive of N.W. Ayer & Son, Philadelphia.

### *Jones, George to Baxter*

Robert T. Jones and Ken George have joined Don L. Baxter Inc., Dallas, as account executives. Mr. George was formerly an account supervisor at Babcock & Wilcox Co., New York.

America's modern way of doing business

*Men and machines of AIR EXPRESS deliver vital missile component with jet speed to Convair test site*

**Priority service makes Air Express today's best way to ship**

*At Convair's big Sycamore Canyon Test Facility in California, an Atlas missile stands ready for a static test firing. An eleventh-hour engineering refinement brings AIR EXPRESS service into the picture. AIR EXPRESS is constantly called on to speed new parts. It's all in the day's (or night's) work for this skilled shipping team. Here's what you get when you call AIR EXPRESS: Priority service—first on, first off—on all 35 scheduled U. S. airlines • Kid-glove handling every mile of the way • Door-to-door pickup and delivery via 13,000 trucks (many radio-dispatched for maximum speed) • Teletype confirmation of receipt on request • Service to 20,000 American communities coast to coast • It pays to think fast . . . think AIR EXPRESS first!*

**AIR EXPRESS**

CALL AIR EXPRESS DIVISION OF RAILWAY EXPRESS AGENCY • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

## IN INLAND CALIFORNIA (AND WESTERN NEVADA)

# BEELINE® RADIO

# delivers more for the money

Sun-drying raisins near Fresno. Agribusiness here employs as many as 65,000 people during a month.

Fresno is the nation's Number One agricultural county and the heart of America's raisin industry.

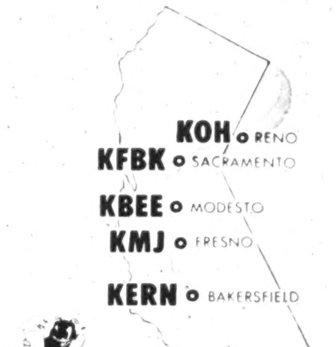
More Fresno listeners will hear about your product on Fresno's Beeline station, KMJ. Compared to the second best stations in this market, KMJ delivers:

35% more of the *morning* audience
14% more of the afternoon market
31% more of the *evening* audience

*(April 1960 Pulse)*°

No question but that Beeline Radio is your key to the desirable Fresno market. And that's true for all *five* Beeline markets in the Billion-Dollar Valley of the Bees. As a group, the Beeline stations reach more radio homes in these markets than any competing combination — at the lowest cost per thousand.° Ask about the three discount plans that make Beeline Radio a timebuyer's dream.

°*Nielsen and SR&D*



# McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

# Where America shops for ...The

Better Homes and Gardens...

NOW 5 EDITIONS AND OVER **5,000,000 COPIES** EVERY MONTH

# ideas that make SALES
# family IDEA magazine

Better Homes and Gardens
The family IDEA magazine

*Here's the way it is! A whole gardenful of ideas that bloom into sales—in just one BH&G editorial page*

Whenever somebody with an itch to change things meets an idea that says, "*Here's how*"—a sale begins. And that's BH&G all over! It puts *do-it-now* readers and *here's how* ideas together in an atmosphere that means business.

Each month now, almost sixteen million men and women look to Better Homes and Gardens for ideas. During the year, a third of America—the family-centered, top-spending third—turns to BH&G for the kind of ideas they can turn into action. And isn't that exactly the mood you want people in when they see your advertising? *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*

### *Snodgrass, Gardner, Ash, Raymond, Blair to Ayer*

Curtis L. Snodgrass has joined N. W. Ayer & ~~Son,~~ Philadelphia, as copy supervisor of the educational department. Mr. Snodgrass was formerly with SKF Industries. At the same time Samuel R. Gardner, formerly a sales representative for the Boyle-Midway division of American Home Products, has joined the agency in plans and marketing, and Hiram N. Ash and Stanford A. Raymond Jr. have joined the art department. Mr. Ash was formerly an assistant instructor at Yale University school of art and architecture, and Mr. Raymond was formerly an illustrator-designer under Jack Wright, retired California ad director.

At the same time James Blair has joined the agency's Detroit office as a service representative assigned to radio and tv for Plymouth-DeSoto-Valiant. He was formerly with TelePrompTer Corp., New York.

The Clipper Creative ART SERVICE

Give it a Chance!

Here is the one art and layout service that provides ALL OF THE TOOLS for effective layouts from idea to completed paste up.

$1.00 to cover mailing cost brings you Free

—The Complete Current Issue

This issue is yours to use and keep, with no strings attached — our way of saying "try it and benefit". No obligation. No salesman.

Due to its expense, this opportunity must be limited to those who have not received a free issue in the last six months.

Attach one dollar to letterhead and mail today to

MULTI-AD SERVICES, INC. • 124 WALNUT STREET • PEORIA, ILLINOIS

### *Zlowe Adds P x Shirt; Names Mahler Art Post*

Zlowe Co., Ne ork, has been named to handle ertising for its Truval, Essley a Bruxton shirts by Publix Shirt p., New York, its fifth agency c ge in six years. For the past yea he account has been at Leber & tz; before that it was at Daniel Charles; Lewin, Williams & Saylo and Donahue & Coe, which gaine the account in 1954 from Ray A trian & Associates.

Zlowe has name Maurice Mahler, formerly an art designer with Fairchild Publications, an art director.

### *Gottlieb Agency Adds Two*

E. D. Gottlieb Co., New York, has been appointed to handle advertising for two new brands, Pikeman's gin and Littlemill scotch, products of Barton Distillers Import Corp. The account is expected to bill about $90,000, according to the agency. Recently, Gottlieb was named to handle Equitable Paper Bag and Charbert toiletries.

## Industrial Publicity Can't Replace Ads, Eaton Tells Seminar

CLEVELAND, Oct. 11—Industrial publicity cannot replace industrial advertising and cannot even briefly substitute for it, Henry F. Eaton of Dix & Eaton told an audience of marketing men here.

"Unfortunately," Mr. Eaton said, "some organizations will advise you to forget about advertising. They will tell you that publicity will do everything advertising will do at a fraction of the cost.

"You couldn't get worse advice," said Mr. Eaton, exec vp of Dix & Eaton, an agency in public relations and industrial advertising.

■ "Industrial publicity does not compete with advertising," Mr. Eaton said. "It's not intended to be a stand-in for any phase of an advertising program.

"It's a potent form of promotion when used right, when it augments trade paper advertising, direct mail, trade shows, catalogs and the like."

Mr. Eaton was one of the speakers at a seminar his agency sponsored on sales promotion and industrial marketing questions.

■ "Companies that appreciate the value of trade magazine advertising in reaching the desired audience should recognize, too, that this advertising needs a teammate—a carefully devised program of publicity.

"The repetition of a company's story in publicity, coupled with its appearance in advertisements, provides a strong combination that's hard to beat," Mr. Eaton said.

"Advertising should be used, for example, to broadcast a firm's engineering-know-how theme. Publicity should be used to fulfill the other needs, such as introducing products, promoting a special design against the stock-models of competitors.

■ "Publicity will develop high-quality interest and inquiries, it will create a favorable selling climate for a product, it will build recognition and prestige," he said.

"You must depend on advertising for the hard sell. Advertising hammers home the specific advantages of a product. It's the thing that out-sells the competition."

■ Another speaker, William M. Rogers, press relations manager for General Electric Co.'s large lamp department, added his advice on morticing industrial publicity with advertising.

"When all publicity facets are put together, integrated with sales objectives and programs, and placed in support of promotion and advertising campaigns, then you've made a giant step toward the success of your business."

Mr. Rogers said that information and other materials gathered for publicity purposes at GE's Nela Park are often turned to other uses. They are ingredients for internally-produced publications, for slide-talks and films, sales pieces and advertisements.

"Industrial publicity plays its best role in the marketing mix when it is fully integrated with the other business elements, including advertising." #

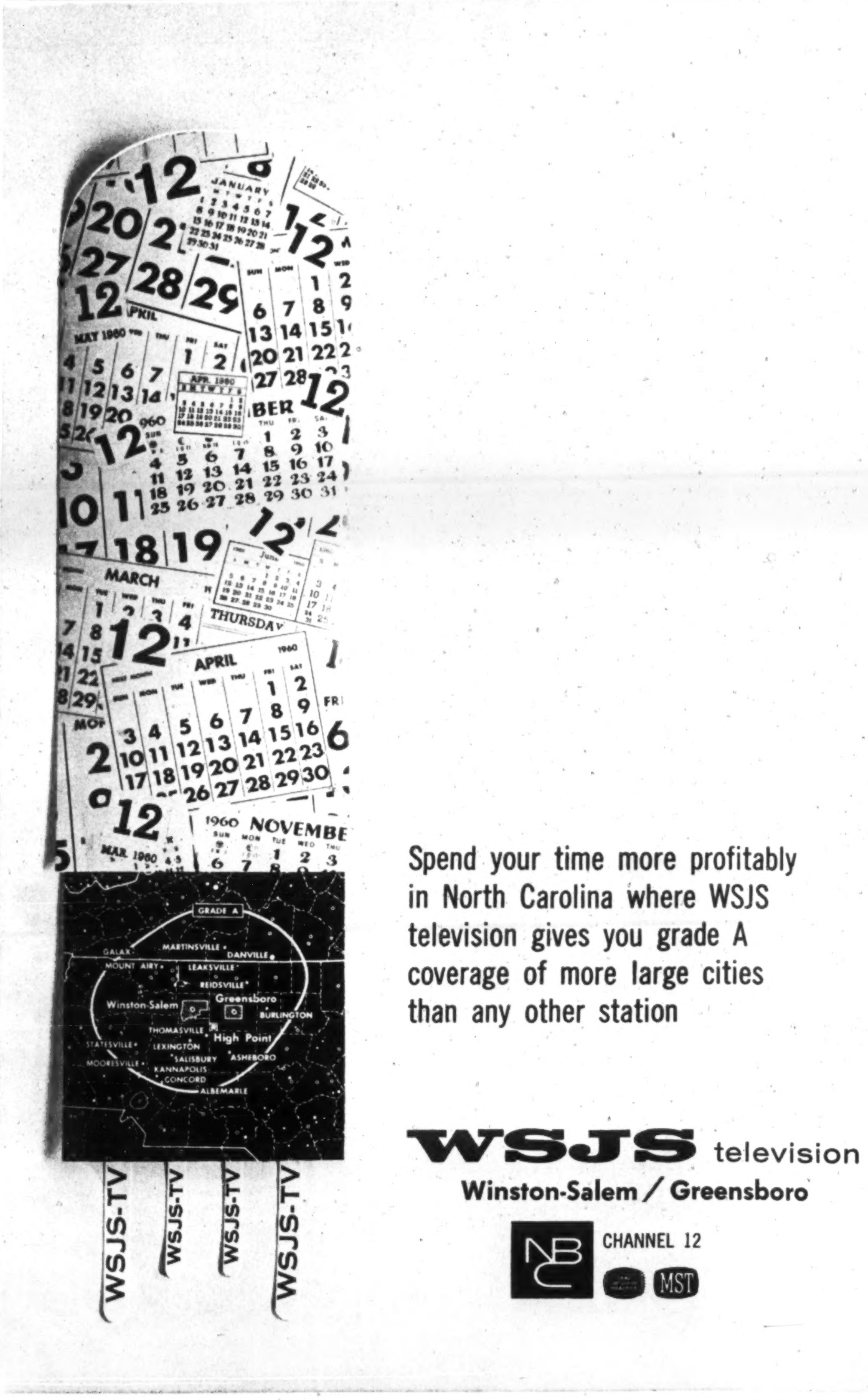
### *'Family Circle,' 'Fortune,' 'Sports Afield' Boost Rates*

*Family Circle*, *Fortune* and *Sports Afield* all have announced new rates and guarantees for next year. *Family Circle* will increase its guarantee from 5,000,000 to 5,250,000, effective with the March, 1961, issue. The increase is due to bigger sales in supermarkets. Rates will be based on $18,900 a b&w page, and $25,450 a four-color page. *Fortune*, effective with the July, 1961, issue, will increase its circulation rate base from 330,000 to 350,000 and will boost its b&w page rate from $4,840 to $5,220.

*Sports Afield*, a Hearst magazine, will increase its guarantee from 1,000,000 to 1,100,000 with the January, 1961, issue. Effective with the April, 1961, issue, the new b&w page rate will be $4,600 and the four-color rate $6,560. The present b&w rate is $4,200 and the four-color, $5,960.

### *Four A's Unit Names Rives*

Wayne Rives, vice-chairman of the board of Rives, Dyke & Co., Houston, has been named secretary-treasurer of Southwest council, American Assn. of Advertising Agencies. Mr. Rives succeeds James P. Anders, formerly of Fitzgerald Advertising Agency, who resigned when that agency closed its Dallas office.



Spend your time more profitably in North Carolina where WSJS television gives you grade A coverage of more large cities than any other station

WSJS television
Winston-Salem / Greensboro

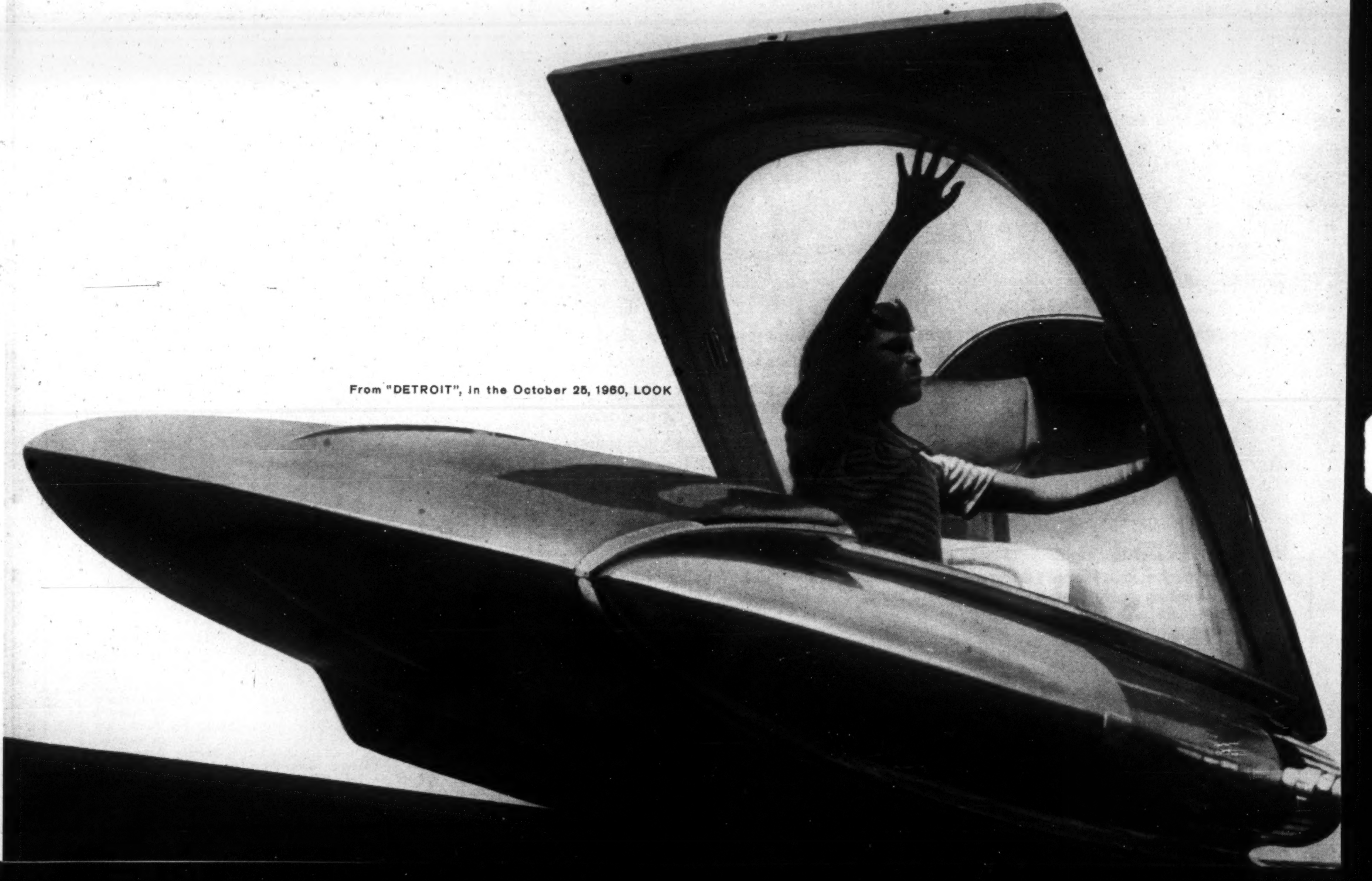
NBC CHANNEL 12
MST

The SKILLionaire was here!
SALADA
SALADA

By the time he is old enough to drive,
that futuristic car will be last year's model.
For the tempo of Detroit is quick—a restless,
relentless rhythm captured in the current LOOK.
Here, in a rainbow of color,
are the swift, sleek '61's that yesterday
were scrawls in a designer's notebook.
Here, too, are the people who *make* the cars:
the Fords, Gordons, Colberts, Romneys,
the tycoons and technicians,
the laborers and the labor leaders.
People are the wheels behind wheels in Detroit . . .
in LOOK, *the exciting story of people.*

**LOOK**

PEOPLE ARE THE PURPOSE—PEOPLE ARE THE POWER



From "DETROIT", in the October 25, 1960, LOOK

### General Mills, Simoniz, American Tobacco on NBC-TV

General Mills, which has bought NBC-TV's first full network midday news show (AA, Oct. 10), also bought co-sponsorship of "World Series Spotlight," a 15-minute show with baseball personalities presented a half-hour before each series game telecast. American Tobacco Co. (Sullivan, Stauffer, Colwell & Bayles) purchased the other half of "Spotlight."

Simoniz Co. bought participations in five NBC-TV shows: "Riverboat," "Laramie," "Outlaws," "Dan Raven" and "The Westerner." The order was placed through Dancer-Fitzgerald-Sample.

### Bowers Joins Griswold

Gerald G. Bowers has joined Griswold-Eshleman Co., Cleveland, as an account executive. He previously was with Ralph Gross Advertising, Akron.

### Brady Names Ohm VP

Karl F. Ohm, account supervisor of Brady Co., Milwaukee, has been promoted to vp of the agency.

IT'S
BACON'S
for
COMPLETE
COVERAGE
of
MAGAZINES!

● There's only one way to get **complete** and **reliable** clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!

**Ask for Bulletin 59**

OUR READING LIST Published as complete publicity directory. BACON'S PUBLICITY CHECKER

**—now with quarterly revisions. 100% accurate. 352 p.p. —$25.00. Send for your copy today!**

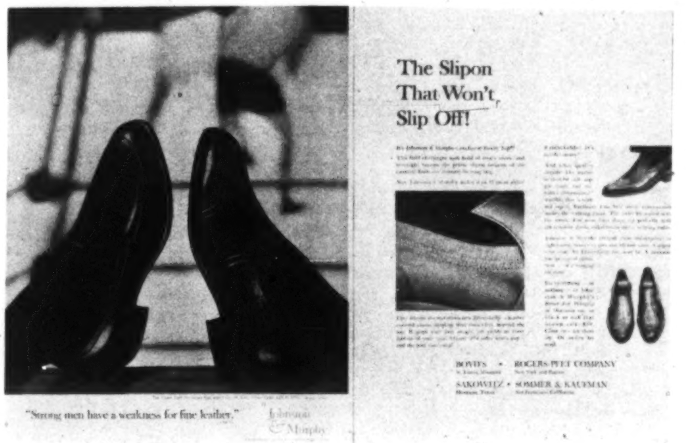
BACON'S
CLIPPING
BUREAU
14 E. Jackson Blvd
Chicago 4, Illinois
WAbash 2-8419

## Authenticity Sparks Johnston & Murphy Fall Shoe Drive

NASHVILLE, Oct. 11—Johnston & Murphy will expand its ad campaign this fall into a series of spreads which juxtapose a color-page "image-building" photograph with a b&w page of hard-sell copy inviting mail orders.

The campaign will be the largest in its history for the 110-year-old shoe manufacturer, and the first time it has advertised nationally for mail order business. Each ad will carry the names of four retailers carrying the $25-$75 line.

The spreads broke Oct. 1 in *The New Yorker* and will run through November. The company is also planning a junior color page in the November *Holiday* and a color page trade campaign in *Men's Wear*.



FIGHT—*This ad for the slipon shoe shows an authentic shot of a prize fight taking place beyond the shoes.*

■ The photos show one or two styles of shoes against out-of-focus but colorful backgrounds. A number of new shoe styles are introduced—a Gulliver boot, a slipon "that won't slip off," a "wingtip" boot, etc. Each was photographed on location against such varied backgrounds as a Viking ship, a football team, a racing stable and a boxing match.

Each of the backgrounds was authentic—not a stock picture with the shoes stripped in by the art department—and each provided an authentic headache for the agency, Rockmore Co., New York. Finding a Viking ship was easy enough: A newspaper story reported that the boat originally used in the movie "The Viking" had been sold and was at dock in Bay Shore, Long Island. But the ship was not rigged and finding Viking ship sail-riggers was not so easy. "They're not exactly a drug on the Long Island market."

■ To photograph a football team—the background desired for the Gulliver boot ad—required rounding up a football team on an unseasonal June weekend and unpacking equipment and uniforms that had been stored away for the summer.

For the ad for the Boxer Top slipon, professional fighters were booked as models and New York's St. Nicholas Arena was the setting. And to get the right color effect, new mats had to be purchased for the ring.

■ This penchant for authenticity was well worth the trouble, the company believes, "to maintain the high-quality image characteristic of J&M products and promotion." As for the copy, it was written to "serve up specific reason-why answers for the probing reader who may be from Missouri."

For example, an ad on reptile shoes starts with an Ogden Nash quote: "The upper heights of fashion begins, for men, with reptile skins." The copy starts out: "For elegant indolence, Johnston & Murphy's Boxer Top reptiles cannot be matched. The skins are the world's best. The alligator skin you see here was snared in the Amazon jungles. Johnston & Murphy had to buy it by the inch. That's how expensive it is. Men like the exceptionally high lustre of this alligator. Johnston & Murphy gets it by patiently polishing the skins with agate stones . . ." #

"Just having that Dow-Jones news ticker in our agency is worth a hundred speeches and magazine articles about how we are a strongly business-oriented advertising agency!"

**Listen to the comment of a business-minded, practical, agency head:**

"Frankly, we have been amazed at the powerful impression our Dow-Jones news ticker makes on present and prospective clients.

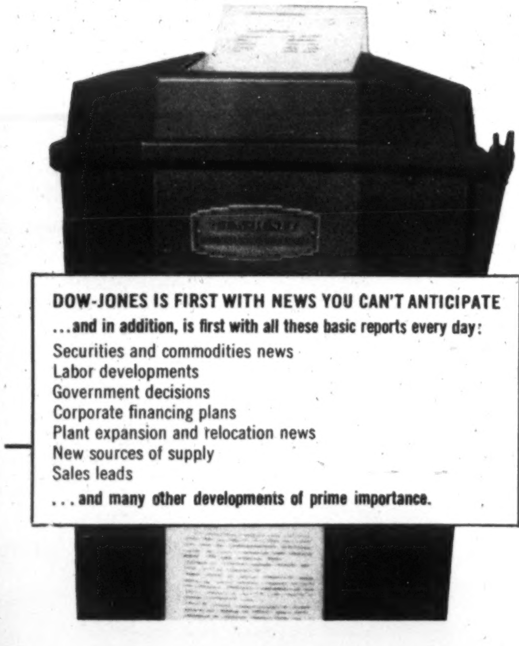
"To businessmen, Dow-Jones means business. The Dow-Jones news ticker in our office immediately demonstrates that our agency is business-oriented with business savvy in depth.

"And, once our business orientation is established, present and prospective clients have more confidence in us. They feel our creative marketing abilities are based on solid knowledge. They know we 'talk their language.'

"And it's far from just window-dressing. With our Dow-Jones news ticker, our contact people constantly know up-to-the-minute business developments. They know where, what and how customers are buying . . . whether supply is short or long . . . what's happening on Wall Street, Main Street, Washington or in the client's own business areas. And through Dow-Jones, we know all this before the client is able to read about it in the newspapers! We are sometimes able to submit suggestions which give us a precious jump on the competition.

"Our creative abilities speak for themselves. But for demonstrating our capacity as businessmen, nothing has been more valuable for us than our Dow-Jones news ticker."

**Suggestion from Dow-Jones:** *Contact the nearest Dow-Jones sales office. Get the full story of how Dow-Jones Instant News Service can be useful to your entire staff constantly. Ask about the low charge for this service. You'll realize, here is* ***something of genuine value!***



**DOW-JONES IS FIRST WITH NEWS YOU CAN'T ANTICIPATE**
**. . . and in addition, is first with all these basic reports every day:**
Securities and commodities news
Labor developments
Government decisions
Corporate financing plans
Plant expansion and relocation news
New sources of supply
Sales leads
**. . . and many other developments of prime importance.**

**DOW-JONES** *Instant News* **SERVICE**

44 Broad St.
New York 4

711 W. Monroe St.
Chicago 6

1325 Lakeside Ave.
Cleveland 14

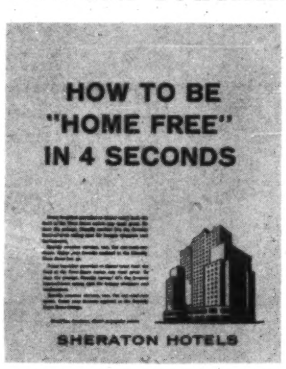
1540 Market St.
San Francisco 19

*Ad Clinic #21*

*(a transparent device to get you to read this Sheraton ad)*

*by Topp O.D. Tish*

**Avoid reaching for effect**

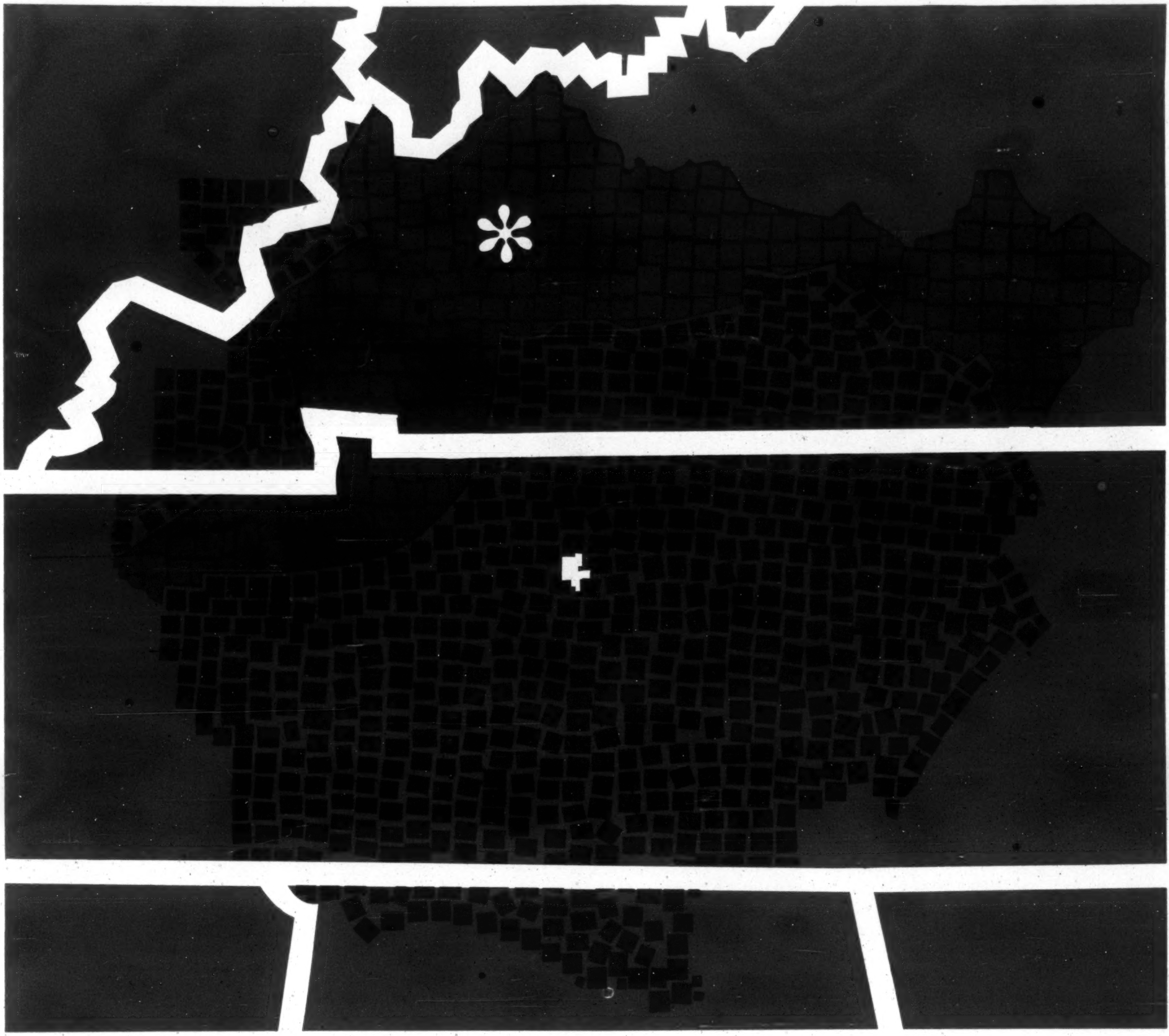


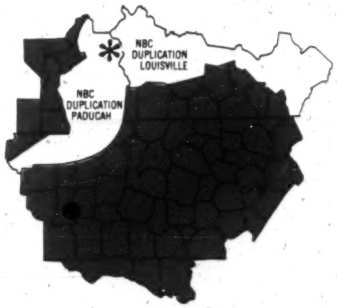
HOW TO BE
"HOME FREE"
IN 4 SECONDS
SHERATON HOTELS

**Use of the vernacular is usually unspectacular, particularly when it is dated. This phrase went out with "Babbitt."**

**Could this headline possibly refer to fast reservations?**

This time you're absolutely right, Topp. What our writer was trying to say is that Sheraton can reserve a room for you practically anywhere in 4 seconds via RESERVATRON, Sheraton's exclusive electronic miracle that links 56 Sheraton Hotels. We also wanted to get across the idea that this is a free service. Out of gratitude, we're offering you (and anyone else who wants it) a free 104-page Sheraton booklet designed to fill you in on Sheraton and, strictly as an afterthought, to help us check the pull of this ad. Write: **Sheraton Corp., Ad Age Ad #21, 470 Atlantic Ave., Boston, Massachusetts.**





The best way to reach the rich heart of the Central South? Through its main TV artery: WLAC-TV, covering a 91-county, 4-state area that's pulsing with vast sales potential!

This virtually unduplicated network coverage (proved by NCS #3) and unparalleled local programming maintain WLAC-TV's acknowledged position of leadership. ◉, of course.

**WLAC-TV** nashville the "way" station *to the central south*

*Ask any Katz man—he'll show you the way!*

Robert M. Reuschle, General Sales Manager

T. B. Baker, Jr., Executive Vice-President and General Manager

# GREATEST CUSTOMER READERSHIP PER DOLLAR

*Emery Air Freight Corporation asked its customers and prospects what publications they read regularly. Business Week had the lowest cost per mention of all general, general-business, and news publications.* No one can tell you more about the reading habits of your customers than your customers themselves.

That's why, in 1958, Emery Air Freight Corporation, the world's largest air freight service, mailed questionnaires to 5,000 of its customers and prospects to determine their reading preferences. The principal question was:

*"What publications of all types do you read regularly?"*

1,023 (20.5%) completed questionnaires were returned. Their replies are tabulated on the right. Business Week's cost per mention was the lowest among all general, general-business, and news publications—another indication that Business Week is the most efficient medium for reaching the men who make the decisions in business.

**BUSINESS WEEK**

A McGraw-Hill Magazine

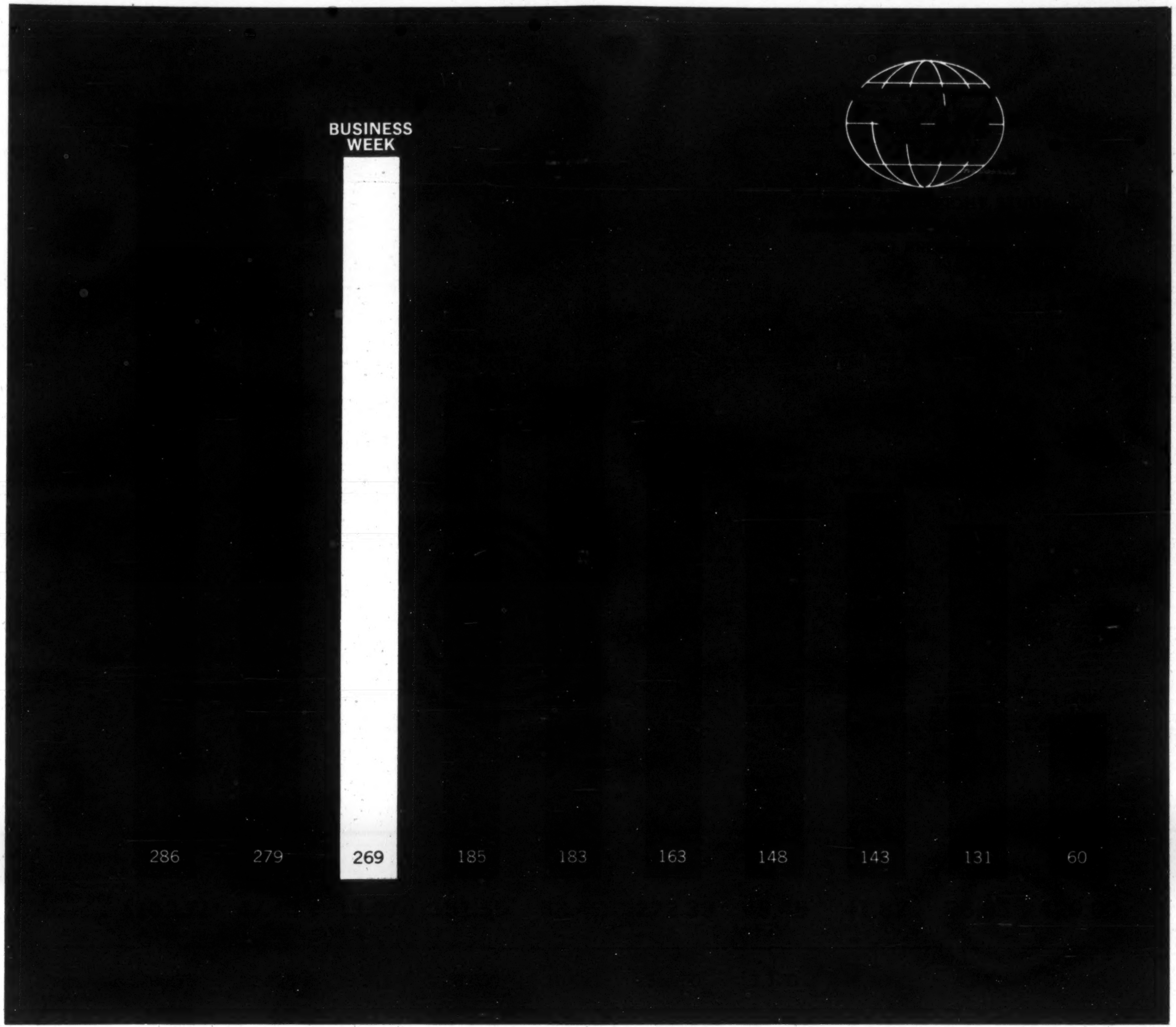
*You advertise in Business Week when you want to influence management men*

---

The Emery Air Freight Corporation was just one of 30 organizations that conducted readership studies, in cooperation with Business Week, in the past five years. The 30 studies, summarized at right, covered 149,000 vital people in business and industry—advertisers' identified customers and prospects. (Details are available.)

Singly or together, these studies offer you an important indication of the reading habits of people who buy in business—your customers, your competitors' customers. Here, too, is evidence of the efficiency with which advertising can talk to them—of how you can secure *maximum management readership at minimum advertising cost:*

. . . in the pages of Business Week.



*The Ten Most Frequently Read General, General-Business & News Publications • Question: "What publications of all types do you read regularly?"*

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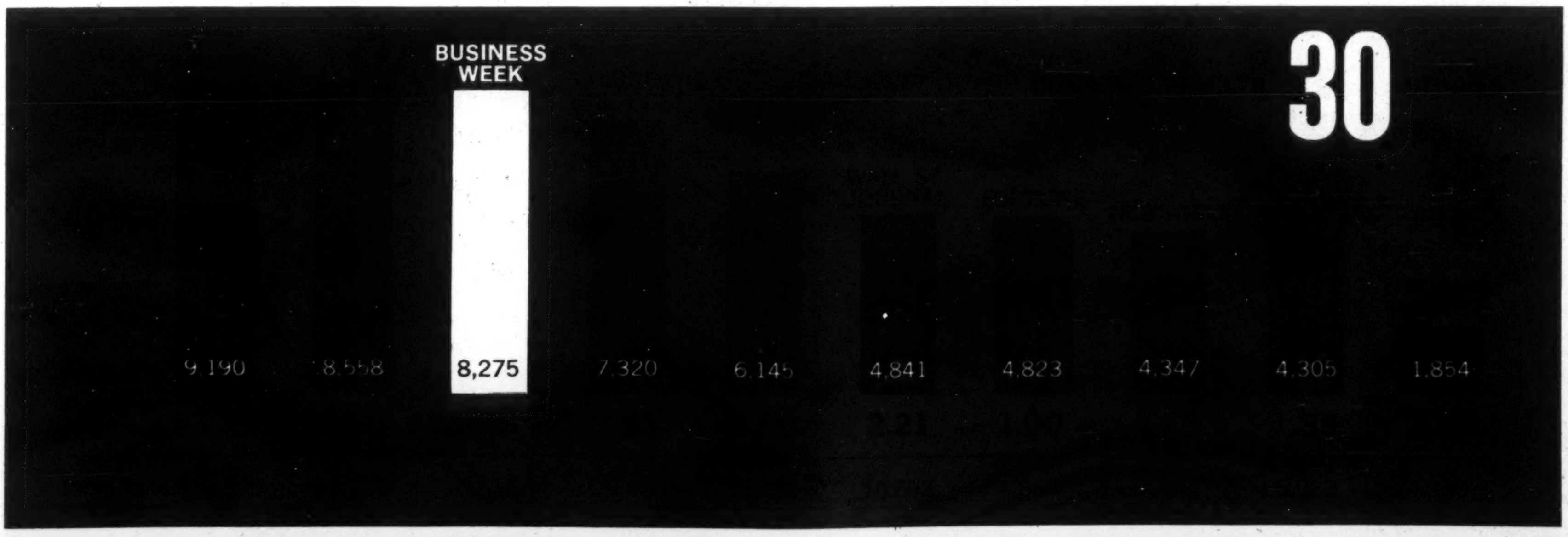
*The Ten Most Frequently Read General, General-Business & News Publications • Question: "What publications of all types do you read regularly?"*



SEE AND HEAR

TV COMMERCIALS · INDUSTRY PROGRAMS · SLIDEFILMS · CONVENTION SHOWS · CLOSED CIRCUIT TV · VIDEOTAPE · SOUND RECORDING · Just some of the audio-visual services available at the Midwest's largest Communications Center

FAN

FRED A. NILES PRODUCTIONS, INC.
1058 W. Washington Blvd. • Chicago 7
In Hollywood: 5539 Sunset Blvd.

## *Businesses' Yule Giving Grows Despite Payola Mutterings*

NEW YORK, Oct. 12—Throwing caution and suspicions of payola to the winds, U. S. businesses will spend more than $300,000,000 for gifts this Christmas.

A survey of five marketing centers shows that the payola scandals "will only mitigate the rate of increase this year, holding it to a 2% rise over 1959." The survey is reported in the October issue of *Premium Practice*.

The average company will send $10 gifts, about 60% of which will be for the home, while 25% will be personal items. The remainder fall into the office category.

Commenting on the payola problem, one executive said: "Even before they coined the word 'Payola' we knew what a bribe was." #

FILMS...RECORDS...PLATES...
GET 'EM THERE FASTER

GREYHOUND PACKAGE EXPRESS

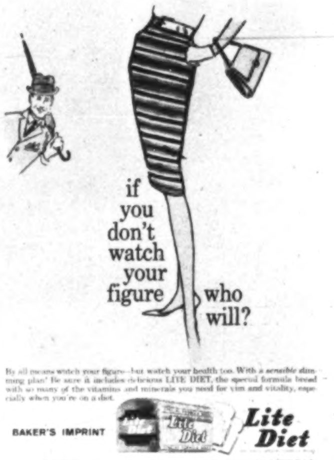
Don't miss deadlines! Remember: it's there in hours ...and costs you less...when you ship by Greyhound Package Express! Even packages going hundreds of miles can arrive *the same day they're sent.*

Whatever the destination of your shipment, chances are, a Greyhound is going there anyway...*right to the center of town.* Greyhound travels *over a million miles a day!* No other public transportation goes to so many places—so often.

You can ship anytime. Your packages go on regular Greyhound passenger buses. Greyhound Package Express operates twenty-four hours a day...seven days a week...*including weekends and holidays.* What's more, you can send C.O.D., Collect, Prepaid ...or open a charge account.

SEND THIS COUPON NOW! IT CAN SAVE YOU TIME AND MONEY!
GREYHOUND PACKAGE EXPRESS
DEPT. 9J, 140 S. DEARBORN ST., CHICAGO 3, ILLINOIS
Gentlemen: Please send us complete information on Greyhound Package Express service...including rates and routes. We understand that our company assumes no cost or obligation.
NAME ____ TITLE ____
COMPANY ____
ADDRESS ____
CITY ____ ZONE ____ STATE ____

IT'S THERE IN HOURS...AND COSTS YOU LESS!


if you don't watch your figure who will?
BAKER'S IMPRINT
Lite Diet

**PSYCHOLOGICAL APPROACH**—*Lite-Diet special formula white bread, distributed by 125 franchised bakeries in the U.S. and Canada, is using the scare technique to sell the gals in this fall newspaper campaign. Radio and tv spots will supplement the print drive. Mogul Williams & Saylor is the agency.*

## *Grosset & Dunlap in 'Breakfast Club' Again in Yule Push*

NEW YORK, Oct. 13—Grosset & Dunlap, which last year used "Breakfast Club" (ABC Radio) as the focal point of its pre-Christmas drive, was so pleased with the results that it will be back this year with an even bigger schedule.

The holiday schedule of 32 minutes will start Oct. 20 and continue through Dec. 20. The frequency of the schedule will be stepped up as the holiday draws near.

Lead-ins and lead-outs to the sales messages will be delivered by Don McNeill. The commercials themselves will be presented by salesmen of the publishing house.

A $5,000 college scholarship contest will be promoted by the radio campaign.

■ Contestants will be asked to select one of a list of nine Grosset & Dunlap books and tell in 25 words or less why they like the book. They may enter for themselves, or for others, if they are past the college age. Entry blanks will be available at bookstores.

Two $5,000 college education policies will be awarded, one to a boy and one to a girl. Runners-up will win free books.

The radio campaign, with accompanying merchandising, was planned in conjunction with the publisher's advertising agency, Friend-Reiss Advertising. #

### *Kimberly-Clark Names Agency*

The international division of Kimberly-Clark Corp., Neenah, Wis., has appointed National Export Advertising Service, Chicago, to handle its international advertising.

### *Rosenbloom Promotes Three*

Irving J. Rosenbloom & Associates, Chicago, has promoted David L. Elias to exec vp and Richard Irwin and Edwin Sergey to senior vps. All were vps of the agency.

### *Contessa Di Roma to Yardis*

Yardis Advertising Co., Philadelphia, has been named to handle the account of Contessa Di Roma, New York, manufacturer of foundation garments.

### *del Guidice to 'Practical Builder'*

Joseph del Guidice, former sales representative of Industrial Publishing Corp., Cleveland, has joined the sales staff of *Practical Builder*, Chicago.

Photo by Tony Spina—Free Press Chief Photographer

# WORLD'S LARGEST INDUSTRY SHOW SAYS IT!!

**Detroit Leads the Way!**

October 15th-23rd, the nation's attention will be centered on the 1961 models displayed at the 43rd National Automobile Show in Detroit's new Cobo Hall-Convention Arena.

Cobo Hall-Convention Arena is the spectacular 54 Million Dollar showpiece of Detroit's inspiring 100 Million Dollar downtown Civic Center.

It is the World's Largest Exhibition Building! It overlooks the World's Busiest Waterway!

Detroit, with its new Cobo Hall-Convention Arena, now bids strong to become one of the world's greatest convention and trade show cities. Already confirmed and tentative bookings promise an influx of 300,000 visitors in 1961.

A great new business upsurge is anticipated for Detroit.

The Detroit Free Press invites inquiries from all business and industry interested in the healthy, vigorous climate of this great industrial state.

For the amazing story of Free Press growth and leadership, ask your Story, Brooks & Finley man.

THE NO. 1 NEWSPAPER IN MICHIGAN

1 newspaper at 1 low cost provides basic coverage of METROPOLITAN MICHIGAN . . . delivers the Detroit Retail Trading Area . . . PLUS Michigan's Standard Metropolitan Statistical Areas!

**The Detroit Free Press**

**Michigan's *Only* Morning Newspaper**

**National Representatives: Story, Brooks & Finley**

WE MAY BE CHANGING AGENCIES LATER ON*

10 for only $109.50

THIS is the way we are advertising it in TRUE, and in Field & Stream.

*Lousy, isn't it?

Well, we're just Texas country boys, but we sure got us a fine product. We may change agencies later on, but right now, how many Magic-Glos are you ordering today?

SPORTSMAN FOOTWARMER, INC., DEPT. A, P.O. BOX 623, WACO, TEXAS

Right now we want you to buy and give the most unusual Christmas Gift of the year . . .

MAGIC-GLO FOOTWARMER

It will thrill your clients and your Boss right down to their toes. In fact, that's what it is for: their feet! To keep them warm as toast at football games, while camping and hunting, even in zero weather.

Man, there's nothing like it in the gift line. You'll get a heart-warming letter from each vip on your list when you send the Magic-Glo. They haven't got one already, and they'll talk about it from now on. They'll love the Man Who gave it to them. (Isn't that what you want?) Order a bunch today.

THE gift for him who has everything . . . including cold feet

Magic-Glo Footwarmer. The unusual, most gratifying gift for football fans, hunters, travelers. Keeps feet comfy, warm as toast in stadium, hunting lodge, stranded car. Adds living room comfort even in zero weather. Safe, compact, 15 ozs. Operates 8 hrs. on 3½ ozs. lighter fluid. Heart-warming gift for football fans. Complete @ $10.95, ppd. No c.o.d.

SPORTSMAN FOOTWARMER Pat.#2,579,620 & 2,670,728
Dept. T, P. O. Box 623, Waco, Texas. (Salesman wanted.)

# Information for Advertisers

The "Sixth Annual Grocery Products Sales Performance Survey" has been published by the **Temple Daily Telegram.** The survey includes the sales position of various brands in 58 categories. It is available from William S. Moore, advertising manager, *Temple Daily Telegram*, Temple, Tex.

- "Profile of a Hog Farmer," a five-page report containing detailed figures based on reports from 1,144 farms in Illinois, Indiana and Missouri, giving an accurate evaluation of hog producers, has been published by **National Hog Farmer.** Additional information is available from Wm. C. Meyers, *National Hog Farmer*, Grundy Center, Ia.

- "The Canadian People & Their Market," a statistical market breakdown of urban areas having populations of 10,000 and over, which also contains national totals and breakdowns by provinces and counties, has been published by **Maclean-Hunter Publishing Co. Ltd.** Statistics are also included on population, per capita income, housing, automobile ownership, and retail sales. Additional information may be obtained from Maclean-Hunter Publishing Co. Ltd., 481 University Ave., Toronto 2.

- "How to Put Full Color Power into Newspaper Advertising," an eight-page booklet discussing production of Hi-Fi color advertising, has been published by and is available from Owen E. Lyons, advertising manager, **Marathon Division** of American Can Co., Menasha, Wis.

- "Breweries Are Big Business," a four-page brochure giving package sales, and draft sales from 1933 to 1959, advertising expenditures from 1946 to 1956, and consumer expenditures over a 12-year period, has been published by and is available from **Modern Brewery Age**, 80 Lincoln Ave., Stamford, Conn.

- **Wallace Publishing Co. Ltd.** has published a new 1961-'62 market and media brochure for *Genie-Construction*. It is available from C. Battis, promotion assistant, Wallace Publishing Co. Ltd., 146 Bates Rd., Montreal 26.

- Population, income and buying power, retail sales, newspaper and magazine circulation, employment, and distribution of the South Bend market are contained in "Current Market Data," published by and available from the **South Bend Tribune**, South Bend 26.

- "Facts About the Oil Drilling-Producing Industry," a market data survey, has been published by **World Oil.** Included in the survey are data on capital expenditures, growth of oil using units, maintenance and expansion costs, crude oil production by decades and sales tips on the industry. Additional information may be obtained from *World Oil*, Gulf Publishing Co., P.O. Box 2608, Houston 1. #

### *Buffalo Plans Campaign*

A civic campaign with the slogan "Boost Buffalo—It's Good for You," has begun in the city. The program was developed by the advertising agency council of the Buffalo Chamber of Commerce, headed by Lloyd S. Mansfield, Lloyd Mansfield Co. Newspaper ads, outdoor signs, bus cards, bumper strips, pamphlets, matchbook covers, menus and pennants will carry the "boost Buffalo" message. The campaign is designed to make area residents civic boosters.

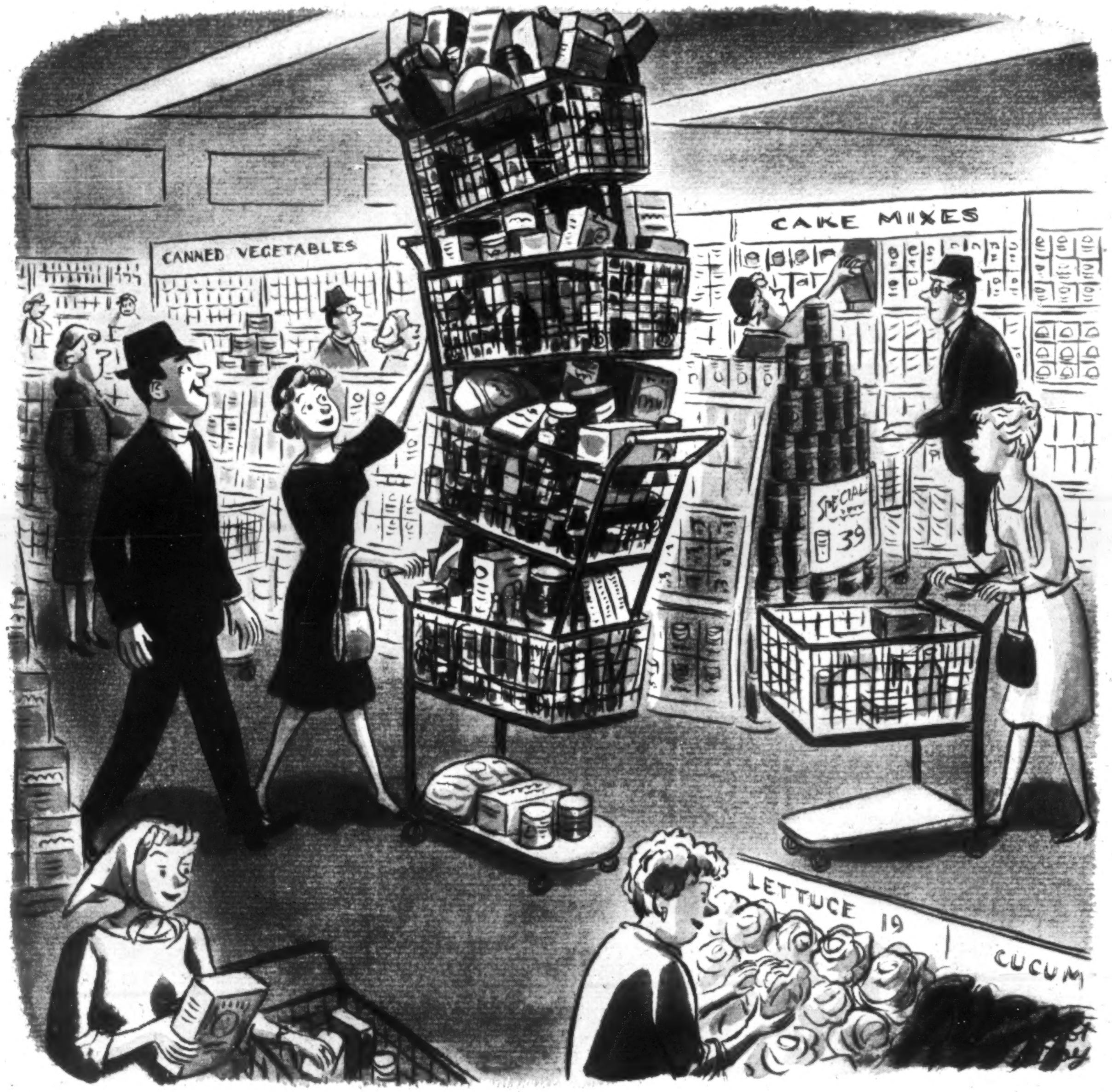
### *Aid Drive Features Torch*

Symbol of the 1960 United Advertising Fund drive in St. Louis is a 12-story high torch on the facade of the Civil Courts Bldg. Gardner Advertising Co. is the agency for the six-weeks drive. Robert Piggott, director of advertising of the Pet Milk Co., is public relations chairman for the fund campaign.

### *Stephens Names Beckman*

Stephens Marine Inc., Stockton, Cal., builder of luxury cruisers, has named Beckman, Koblitz, Los Angeles, as its agency, effective Nov. 1. Controlling interest in Stephens Marine recently was purchased by Jack Wrather Organization, Beverly Hills, for more than $1,000,000.

INSIDE SOLID CINCINNATI:



"So you were listening when Harold said we Cincinnati Enquirer families have $600 a year more to spend than the average Cincinnati family."

. . . . . . . . . . . . . . . . SOLID CINCINNATI READS THE CINCINNATI ENQUIRER

Daily Enquirer families *make* more, *need* more, *spend* more. You're *in solid* with them when you advertise in their newspaper . . . the Cincinnati Daily Enquirer. For more facts on the *market-that-matters* in Cincinnati, write the Cincinnati Enquirer for the latest Top Ten Brands survey.

*Represented by Moloney, Regan & Schmitt, Inc.*

# HOW MANY FIRSTS MAKE A TREND?

Since July 27, the Nielsen 50-Market TV Reports have been issued for ten consecutive weeks. Two of the ten weeks were political convention weeks. The remaining eight times ABC-TV took first place.* In both ratings *and* share of audience. This is more than a trend—it's an established fact that where viewers have a choice of three networks they choose ABC-TV first. And to keep it that way, we are now offering the season's most exciting line-up of new shows, both entertainment and public service. Controversial shows like the Bell & Howell series of specials. Important shows like the Churchill Memoirs. Fast-paced shows like Hong Kong, The Roaring 20's, SurfSide 6, The Islanders. Top sports coverage like NCAA and American League Football, Fight of the Week. All of which makes ABC-TV the network to watch... as millions of viewers know.

*Source: Nielsen 50-Market Report covering 10-week period. July 27—Sept. 4, 1960. Mon.-Sun. 8-10:30 P.M.

**ABC TELEVISION**

**STARTING in JANUARY . . .**
INSTITUTIONS Magazine's new . . .
inventive . . . trend-setting concept
**"DECOR FOR DINNERTIME"**
will editorially dramatize the
intrinsic bond between
**FOOD and FURNISHINGS . . .**

Dedicated to demonstrating the close connection between consomme and carpeting, chateaubriand and chandeliers, INSTITUTIONS Magazine is creating seven original settings which combine food and furnishings. The imaginations of our readers will be stimulated by unusual but usable ideas for hotels, restaurants, clubs, drive-ins, motels and even ice cream parlors. Our decorating and food editors are shopping the country to show how existing products and

January
Guv'nors' Grill
april
Mediterranea
August
FARM FARE

**Guv'nors' Grill**—The ladies would love these blue and gray masculine furnishings, but they were designed with men in mind. What's more, gentlemen prefer rare prime rib, corned beef and casseroles—draught beer and hearty ales.

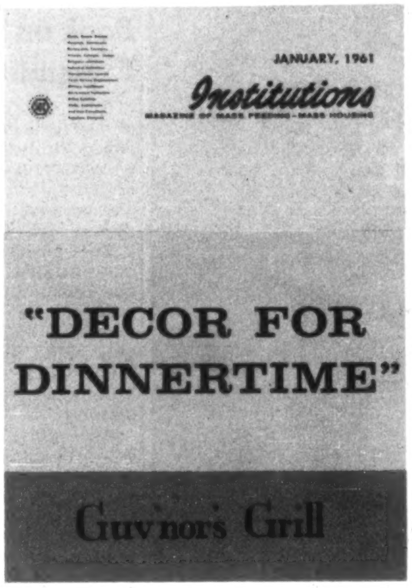
**Mediterranea**—A setting in a fictitious country, the composite of Spain, North Africa, France and Greece, combines the romance of Romanesque arches, classic columns and wrought iron furniture with scallopini and fine wines.

**Farm Fare**—A country setting will have great success in the city. Essential to rustic scenes are ladderback chairs, early American artifacts and the prevailing aroma of chicken and dumplings, corn on the cob and warm apple pie.

equipment can be combined in exciting new themes. The Trend-Settings are featured in twelve-page sections with each carefully-selected product prominently displayed in a dramatic four-color tableau. Successive pages give intimate treatment to new uses and applications for table appointments and furnishings in each setting. Popular recipes are given a new flavor . . . foods with a flourish are enhanced with inspired names to fit the mood and blend with the atmosphere.

This year-long series affords manufacturers a magnificent showcase for everything from lighting fixtures to salad mixtures . . . completely coordinated and dramatically presented. Extra copies of each section will be available to participants in booklet form for merchandising and sales purposes.

Consult your advertising agency or contact INSTITUTIONS Magazine, 1801 Prairie Ave., Chicago 16.

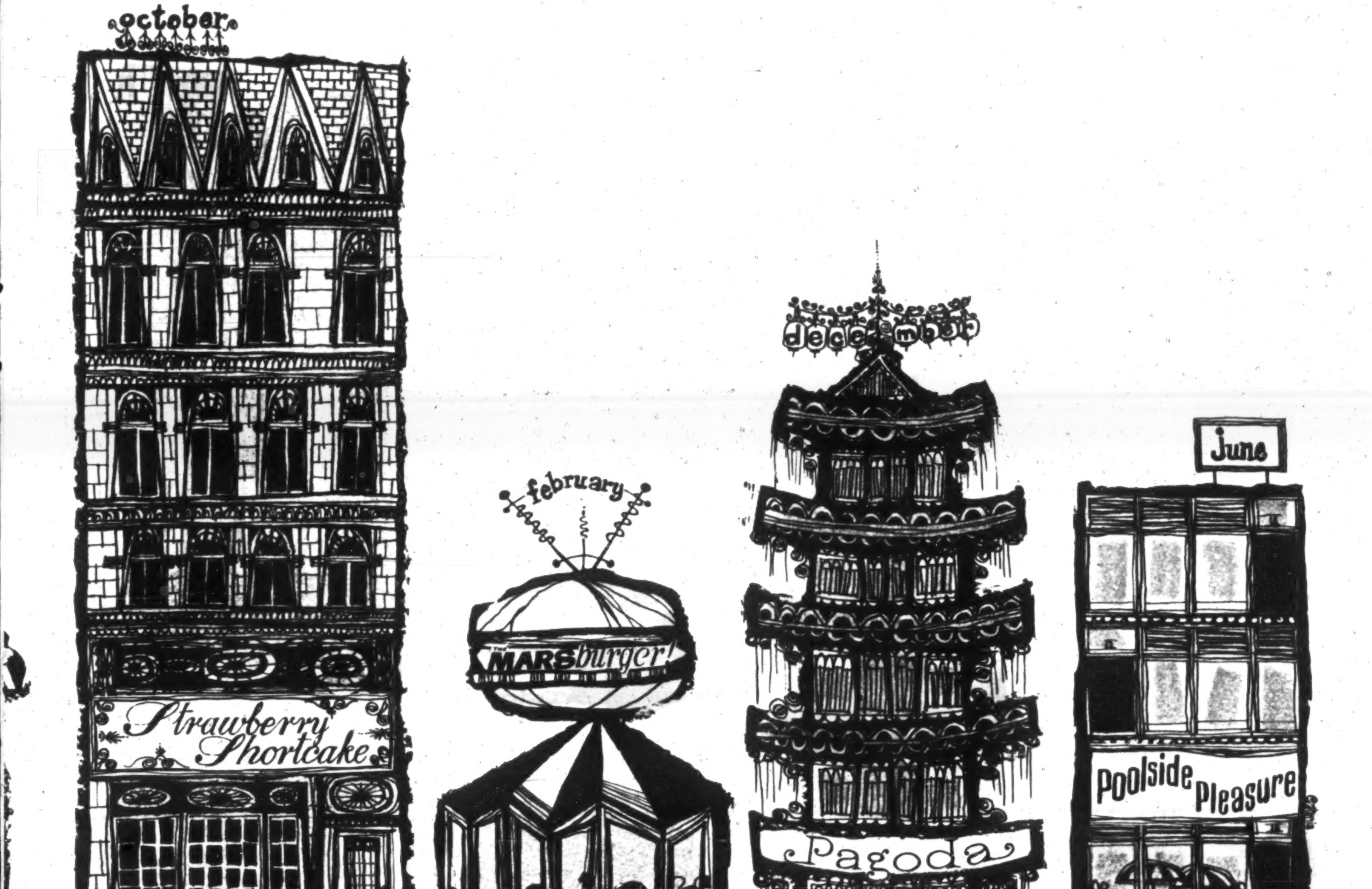

JANUARY, 1961

Institutions

MAGAZINE OF MASS FEEDING - MASS HOUSING

"DECOR FOR DINNERTIME"

Guv'nor's Grill



**Strawberry Shortcake**—Caloried confections were made for old-fashioned parlors. New are bon bon lavender in tufted velvet chairs, bold purple carpet, everything's rosy.

**MARSburger**—A spacey setting for counter service offers way-out hamburgers to teenagers and families in an outrageous Martian environment of colorful plastics and synthetics.

**Pagoda**—Oriental atmosphere blends golden bells of old Siam, China's elegant black lacquer and Japanese simplicity with delicate dishes of soy sauce and savoir-faire.

**Poolside Pleasure**—Backyard barbecues were never like this—patio dining in modern country-club motel is easy with furnishings that defy weather. Insulated carts allow menu latitude.

*Feature Your information film on TV — over 200 showings at $12.50 per.*

The Modern Home Digest carries 4-minute film segments from business for the TV homemaker audience. Now in its fourth year, the Digest has been used by savvy advertisers, including P&G, Dow, Armour, DuPont, and many others....

*Would this fit your marketing plan? Send for a free 4-page descriptive folder.*

Modern Talking Picture Service, Inc.
3 East 54 Street, New York 22, N.Y.

*offices in 30 major U.S. cities*

## BofA Issues New Data Book on Liquor Ad Expenditures for '59

NEW YORK, Oct. 11—The Bureau of Advertising, American Newspaper Publishers Assn., has issued a 1960 version of "For Distillers," an annual reference to liquor markets and ad expenditures in newspapers and other media.

The 66-page roundup includes maps and data on alcoholic beverage consumption by state and age groups, and covers spirit blends, straights, bonds, scotch, Canadian, gin, vodka, rum, brandy, cordials, table wines, champagne and sparkling wines, dessert wines and vermouth.

According to the report, $13,907,000 was invested for beer advertising in newspapers in 1959; $1,469,000 for wine, and $46,924,000 for liquor advertising.

■ Magazines received $8,266,554 from beer advertisers; $3,450,558 for wine, and $39,508,197 for liquor. Network television received $6,021,026 for beer and $694,230 for wine advertising. Outdoor advertising for beer and wine combined totalled $24,454,883, while liquor advertisers invested $8,597,543.

Spot television received $42,945,000 in beer advertising and $4,895, 000 in wine. The report, which lists expenditures in the six major media from 1938, did not include network radio in its '59 tabulation since figures were not available.

The study is available to liquor advertisers and agencies with liquor accounts on request to the BofA. #

### *'Jopeeday' Auction Company Names Jack M. Reis Agency*

Joseph P. Day Inc., Cincinnati, industrial auctioneer, has appointed Jack M. Reis Agency, Cincinnati, to handle all promotion, advertising and merchandising for the industrial division.

The company, better known by its cable address, Jopeeday, currently sells more than $1,000,000 of industrial properties a day and allots about 2% of the appraisal value of each sale for promotion. Media being considered by Reis include direct mailings to more than 15,000 prospects as well as newspapers, magazines, radio, tv and outdoor.

### *Ritchie Changes Name*

Harold F. Ritchie & Co., Weston, Ont., maker of shampoos, toothpaste and drug items, has changed its name to Beecham Products Ltd. The name change was made to more closely identify the company as an integral part of the worldwide Beecham organization.

## Coming Conventions

**Oct. 16-18. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.**

**Oct. 16-19. American Assn. of Advertising Agencies, western region annual convention, Hotel del Coronado, Coronado, Cal.**

Oct. 17. New England Newspapers Advertising Bureau, 23rd annual meeting, Hotel Statler-Hilton, Boston.

**Oct. 17-18. 32nd annual Boston Conference on Distribution, Hotel Statler Hilton, Boston.**

**Oct. 17-18. Agricultural Publishers Assn., annual convention, Advertising Club of New York and Hotel Biltmore.**

Oct. 18-19. National Assn. of Broadcasters, fall conference, Sheraton-Dallas Hotel, Dallas.

**Oct. 18-21. National Assn. of Educational Broadcasters, annual convention, Jack Tar Hotel, San Francisco.**

Oct. 19. Educational clinic co-sponsored by Associated Business Publications and American Assn. of Advertising Agencies, Hotel Commodore, New York.

Oct. 19-21. Audit Bureau of Circulations, annual meeting, Biltmore Hotel, New York.

Oct. 20-21. National Assn. of Broadcasters, fall conference, Mark Hopkins Hotel, San Francisco.

Oct. 21. Ohio State University, 17th annual advertising and sales promotion conference, Columbus.

**Oct. 22-26. National Newspaper Promotion Assn., central regional convention, Sheraton Towers Hotel, Chicago.**

**Oct. 24-25. National Assn. of Broadcasters, fall conference, Denver Hilton Hotel, Denver.**

Oct. 27. American Newspaper Publishers Assn., in conjunction with Assn. of National Advertisers and the American Assn. of Advertising Agencies, second annual seminar on newspaper advertising, Savoy-Hilton Hotel, New York.

**Oct. 27-28. National Assn. of Broadcasters, fall conference, Fontenelle Hotel, Omaha.**

Oct. 27-28. Advertising Age's 2nd annual Advertising Agency Management Workshop, Palmer House, Chicago.

**Oct. 28. Sales Promotion Executives Assn., midwest sales promotion seminar, La Salle Hotel, Chicago.**

**Oct. 29-30. National Federation of Advertising Agencies, western states meeting, San Francisco.**

**Oct. 30-Nov. 3. Financial Public Relations Assn., 45th annual convention, Hotel Statler-Hilton, Boston.**

**Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.**

**Nov. 2-3. American Assn. of Advertising Agencies, eastern region annual conference, Biltmore Hotel, New York.**

**Nov. 5-6. National Federation of Advertising Agencies, eastern states meeting, Boston.**

**Nov. 12-13. National Federation of Advertising Agencies, central states meeting, St. Louis.**

Nov. 13-16. Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Va.

Nov. 13-16. National Newspaper Promotion Assn., eastern regional convention, Sheraton Hotel, Rochester, N.Y.

**Nov. 14. National Business Publications, San Francisco regional conference, Jack Tar Hotel.**

**Nov. 14-15. National Assn. of Broadcasters, fall conference, Statler Hilton Hotel, Washington, D. C.**

Nov. 14-16. Broadcasters' Promotion Assn., annual convention, Sheraton Charles Hotel, New Orleans.

Nov. 14-16. Southern Newspaper Publishers Assn., 57th anniversary convention, Boca Raton Hotel and Club, Boca Raton, Fla.

**Nov. 16. Associated Business Publications, fall conference, Hotel Ambassador, Chicago.**

**Nov. 16-18. Television Bureau of Advertising, annual meeting, Waldorf-Astoria, New York.**

**Nov. 17. National Business Publications, Los Angeles regional conference, headquarters to be announced.**

Nov. 17-19. Junior Panel Outdoor Advertising Assn., annual convention, Pittsburgh Hilton Hotel, Pittsburgh.

Nov. 18-19. Advertising Federation of America, 8th District conference, Holiday Inn, Madison, Wis.

Nov. 21-22. National Assn. of Broadcasters, fall conference, Edgewater Beach Hotel, Chicago.

Nov. 28-29. National Assn. of Broadcasters, fall conference, Biltmore Hotel, New York.

**Nov. 30. American Assn. of Advertising Agencies, east central region annual meeting, Statler Hilton Hotel, Detroit.**

Dec. 13. Assn. of National Advertisers, workshop on "Gaining Sales Force and Trade Support for Your Promotional Program," The Plaza, New York.

Dec. 28-30. American Marketing Assn., winter conference, Coronado Hotel, St. Louis.

Jan. 15-18, 1961. Newspaper Advertising Executives Assn., Edgewater Beach Hotel, Chicago.

Jan. 19, 1961. Assn. of National Advertisers, Workshop on Advertising Evaluation, Plaza Hotel, New York.

Feb. 1, 1961. Advertising Federation of America, midwinter conference, Statler Hilton Hotel, Washington, D. C.

Feb. 14-15, 1961. Assn. of National Advertisers, cooperative advertising workshop, Hotels Ambassador, Chicago.

**March 2, 1961. Associated Business Publications, winter conference, Hotel Roosevelt, New York.**

**March 12-17, 1961. Associated Business Publications, management seminar, Arden House, Harriman, N. Y.**

**March 16-21, 1961. National Federation of Advertising Agencies, annual management conference, Sahara Hotel, Las Vegas, Nev.**

**March 28-30, 1961. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.**

**April 21-22, 1961. Advertising Federation of America, 9th District convention, Savery Hotel, Des Moines, Ia.**

**May 4-6, 1961. Associated Business Publications, spring meeting, The Homestead, Hot Springs, Va.**

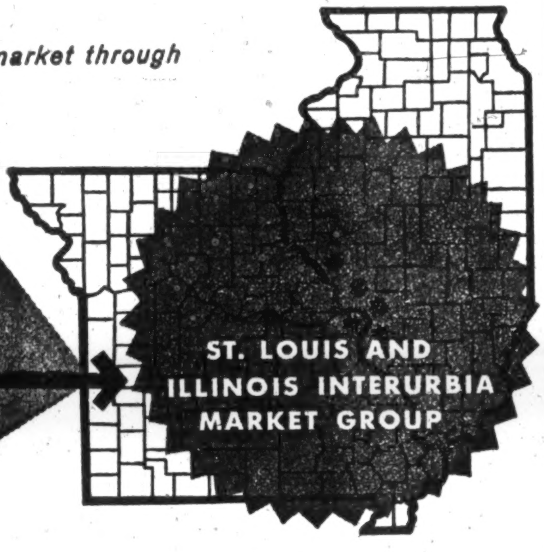
**May 21-24, 1961. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.**

**May 28-31, 1961. Advertising Federation of America, annual convention, Park Sheraton Hotel, Washington, D. C.**

**June 19-21, 1961. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.**

**July 9-12, 1961. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.**

**Oct. 6-9, 1961. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.**



*Sell the entire Greater St. Louis market through the unduplicated circulation of...*

**5 KEY EVENING NEWSPAPERS...**

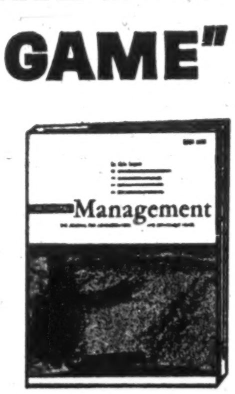
- St. Louis Post-Dispatch
- East St. Louis Journal
- Quincy Herald-Whig
- Alton Evening Telegraph
- Southern Illinoisan (Carbondale, Herrin, Murphysboro)

ST. LOUIS AND ILLINOIS INTERURBIA MARKET GROUP

For further information about the St. Louis and Illinois Interurbia Market . . . write, wire, or call the advertising manager of any of the newspapers in the group.

**STOP PLAYING THE "NUMBERS GAME"**

The sophisticated media buyer knows that circulation figures alone . . . while they may be large and impressive . . . are not enough. That is especially true in the hospital field. Of the 4 books in the field, one stands head and shoulders above the rest for its ACTIVE AUDIENCE that reads and reacts to the news and thought-provoking information and articles. One alone is the day-to-day work book of busy hospital administrators, purchasing agents and department heads. One alone is edited by the internationally renowned and provocative Dr. Charles U. Letourneau. One alone produces sales results for advertisers far in excess of the modest investment. That one is HOSPITAL MANAGEMENT. Let our representative show you why!



HOSPITAL Management
THE JOURNAL FOR ADMINISTRATORS AND DEPARTMENT HEADS
*A Clissold Publication*
ABC ABP

105 W. ADAMS ST. • CHICAGO 3, ILLINOIS • ANdover 3-1800

NEW YORK 36
500 Fifth Avenue
LO 4-2233

WASHINGTON 4, D. C.
1319 F Street, N.W.
ME 8-6707

LOS ANGELES 57
The Maurice A. Kimball Co., Inc.
2550 Beverly Blvd. • DU 8-6178

SAN FRANCISCO 5
The Maurice A. Kimball Co., Inc.
681 Market Street • EX 2-3365

### *Alabama Metal Names Luckie*

Alabama Metal Lath Co., Birmingham, has named Robert Luckie & Co., Birmingham, to handle advertising for its line of metal lath, accessories and roof drainage products for the building industry, marketed nationwide and abroad.

### *Hyalyn Names Cargill*

Hyalyn Porcelain, Hickory, N.C., has appointed Cargill, Wilson & Acree, Charlotte, N. C., and Richmond, Va., to handle advertising for its porcelain artware and accessories. Lavidge & Davis, Knoxville, is the former agency of record.

### *Buckley Gets Three Accounts*

Buckley Organization, Philadelphia, direct mail agency, has been named to handle advertising for Maxwell Dynamometer Co., West Chester, Pa.; Recorded Publications Co., Camden, N. J.; and Biological Abstracts, Philadelphia.

### *Hudson to Sander Allen*

H. D. Hudson Mfg. Co., Chicago, producer of sprayers, dusters and agricultural equipment, has appointed Sander Allen Inc., Chicago, to handle its advertising. Henri, Hurst & McDonald, Chicago, is the former agency of record.

COMET
LINCOLN
MERCURY

*When the manufacturer completes his job . . .*

# The '61 cars are just half-way home!

Home to an automobile is its owner's garage. But before it gets there, one of the nation's thousands of car dealers has to sell it. And after that, he must continue to service it for months to come!

What will dealers need to sell and service the great new '61 automobiles? To find the answer, we asked Patrick Mulligan, of Mulligan Lincoln-Mercury, Detroit.

"To gear up for the new model year calls for heavy expenditures in many areas of the dealership. For example . . .

"In the sales department, we need new forms, new direct mail, new control systems, new accounting and processing methods.

"In the parts and service department, we must carry a complete new stock of parts and accessories, shop equipment, tools, training materials—and countless other items.

"We also have a considerable expenditure in promotional materials and advertising. As a matter of fact, we're in the market for better ways to sell and service the year-around!"

As independent businessmen, dealers like Mr. Stewart must retain their competitive position at all times.

Information is essential to their operation. That's why they rely so heavily on AUTOMOTIVE NEWS—the only weekly newspaper of the industry! For 35 years, car and truck dealers as well as manufacturing executives have depended on AUTOMOTIVE NEWS for the facts on new products, new services, trends and manufacturer and supplier activities.

85% of the 43,000 subscribers renew annually, without benefit of cut rates or premiums, at $9 per year. If you should be reaching the vast automotive market, you're just half-way home unless you advertise in AUTOMOTIVE NEWS!

**REPRESENTATIVES:**

**NEW YORK:** Edward Kruspak, Howard E. Bradley, Murray Hill 7-6871
**CHICAGO:** J. Goldstein, Bill Gallagher, State 2-6273
**DETROIT:** R. L. Webber, William R. Maas, Roy Holihan, Woodward 3-9520
**SAN FRANCISCO:** Jules E. Thompson, Douglas 2-8547
**LOS ANGELES:** Robert E. Clark, Hollywood 3-4111

***The most influential publication in the automotive industry.***

The Newspaper of the Industry
Automotive News
ENGINEERING
MANUFACTURING
MERCHANDISING
SERVICING
$9 Per Year, 35c Per Copy
Survey Finds Sales and Profits Improved . . .
Cheers Dealers
Top Cars

Member

Member

# WE'RE REALLY TURNING CART WHEELS!

## (The NARGUS-Post Food Store Spectacular is off to a flying start!)

This week thousands of cartwheels will be spinning in food stores across the nation. The big occasion is the 1960 NARGUS-Post Food Store Spectacular—biggest food promotion of its kind in the world! ■ In 1959, the NARGUS-Post Spectacular rang up record sales in food stores everywhere. Participating retailers boosted sales $44,135,160, ran 1,500,000 lines in tie-in newspaper ads. ■ This year 21 famous national brands are taking part in *the* gala promotion in this week's Post. These products will be spotlighted in thousands of participating retail stores—the kind of stores that account for 58% of all U. S. food store sales. And they'll get an extra boost from Kelvinator's big $50,000 consumer contest! ■ Check what some of these top marketers say about the NARGUS-Post Spectacular: "You've got yourself a consumer-attracting, profit-producing promotion." "Each year's results have been more productive for retailers, wholesalers and manufacturers alike." "This promotion gets bigger every year...our product has been a three-time winner!" ■ These leading food marketers know there's no magazine like the Post for moving goods—and moving them *fast.* Retailers know it too! That's why the Post has more retail tie-in linage than any other magazine in its field.

**READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST—THE HI-FREQUENCY WEEKLY**

A CURTIS MAGAZINE

The Saturday Evening

**POST**

THE INFLUENTIALS' MAGAZINE

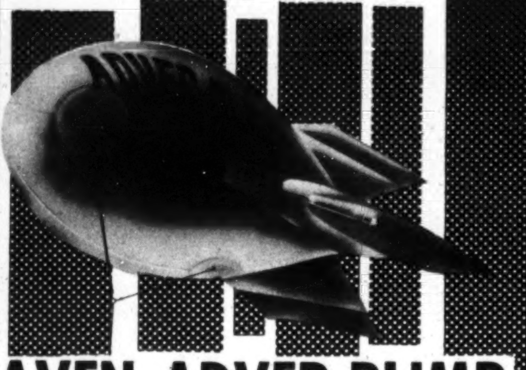
POPAI Exhibit Nov. 1-2-3
New York

### *Jordan Marsh Names Harris*

Jordan Marsh Co., Boston, has appointed Harris & Co. Advertising, Miami, to handle advertising for its new multi-million dollar store in Fort Lauderdale.

### *'Newsweek' Boosts Glenn*

*Newsweek* has promoted Bob Glenn from administrative assistant to sales representative in its Chicago office.



SELL FROM THE SKY WITH A

RAVEN ADVER-BLIMP

*The Raven Adver-Blimp brings to all advertisers an economical, eye-catching spectacular for all types of promotions. Made of tough weather-proof vinyl, the big 10-foot adver-blimp towers up to 100 feet above your competitors. Basic color is striking international orange! Easily lettered by a sign painter ... easy to use! Operated by one man ... uses less than one small tank of lifting gas ... complete unit includes a 500-pound mooring line and instructions at a price you would pay for one day's rental use ... yet the adver-blimp can be used over and over again. Shipping weight is only 5 pounds.*

RAVEN industries, inc.
BOX 916 • SIOUX FALLS, S. D. •

A CLASSIC—*Four Roses Distillers Co. will run this color page for Four Roses in its intensive Life and Look campaign.*

### *Shelby Joins Campbell-Ewald*

James C. Shelby has joined Campbell-Ewald Co., Detroit, as a tv and radio account supervisor. Mr. Shelby was formerly tv-radio director of Joseph Katz Co., New York.

### *Diana Spohn Joins Dreher*

Diana Martin Spohn, formerly with Batten, Barton, Durstine & Osborn, New York, has joined Monroe F. Dreher Inc., New York, as a copywriter.

### *Devine Joins Badger as VP*

Hugh Devine, formerly head of his own agency, has joined Badger & Parcher, Boston, as a vp.

# Four Roses Sets Song Fest II; Ads in Outdoor, Print

JOIN THE new FOUR ROSES SONG FEST
VOL. II

SINGSPIEL—*This is the album cover of the second volume of the Four Roses Song Fest.*

NEW YORK, Oct. 14—Four Roses Distillers Co., which blossomed out into the mellowest of soft sells last year with a long-play record, is bursting into song again this fall.

Last year's record, titled "Sing with the Four Roses Society," reportedly sold "several hundred thousand" copies. It rated in the company's books as a self-liquidator.

It attracted so much attention that one record company made a specific offer to buy it for general distribution.

So this fall the company is repeating the dosage as before. The new record is titled, "Join the Four Roses Song Fest No. II." It carries what the company calls a mere minuscule plug for Four Roses, and then gets cracking with the high notes. Last year's was tied to two personalities, Anne Jeffreys and Robert Sterling; this year's "turns on its own."

■ A $3.98 value, the new lp will be sold, where regulations permit—23 states—for $1. Like its predecessor, it features 17 alltime favorites sung by a chorus under the direction of Keith Textor and was pressed by the custom record division of RCA.

Songs featured on the new record include "Red River Valley," "On Top of Old Smoky" and "Auld Lang Syne."

■ In addition, Four Roses will burst into full color in *Life* and *Look* in the last week of November in the House of Seagram subsidiary's intensive holiday ad and promotion campaign.

The campaign kicks off on Nov. 28 with a full-page, four-color ad in *Life* and an extensive series of large-space newspaper ads.

In addition to the company's Four Roses brand, Antique Kentucky six-year-old bourbon will be featured in the double-barreled campaign.

Every issue of *Life* for four weeks before Christmas will carry Four Roses page ads, while an "auxiliary" campaign runs in *Look*.

Concurrently, each issue of *Look* in the month before Christmas will carry color pages for Antique Kentucky bourbon.

In support of this, a high-frequency newspaper campaign in two colors is scheduled in all major markets of the two brands, mainly the Northeast for Four Roses, and the South, Midwest and West for Antique Kentucky.

■ For the 17th year, Four Roses, which boasts of having played a major role in popularizing eggnog, will run a four-color double-page spread in *Life* Dec. 19 featuring the Four Roses eggnog.

Both brands will also have double-saturation coverage in outdoor advertising in all major markets.

For Antique bourbon, this is the most extensive advertising in any period. The brand has been given national distribution only in the past two years.

Four Roses
ANTIQUE
BOURBON

ANTIQUE WRAP—*Four Roses Distillers Co.'s Antique Kentucky bourbon will be marketed in this old-time wrap for Christmas.*

Focal point of the ad campaigns will be the classically styled "Olympian" decanter quart in which Four Roses will be marketed before this Christmas.

Young & Rubicam is the agency.

### *IBM and AT&T Rank Highly in Corporate Image Study*

*Nation's Business* has asked 1,000 of its readers what they thought of 20 leading companies holding defense contracts. Two questions were asked: (1) Which company would you recommend to a young man seeking employment? (2) Which three companies would you consider in making a $5,000 personal investment?

Heading both lists were International Business Machines Corp. and American Telephone & Telegraph Corp. Also ranking highly were General Dynamics Corp., General Electric Co. and General Motors Corp. Bringing up the rear were Republic Aircraft, Grumman Aircraft, United Aircraft, Douglas Aircraft and Chrysler Corp. The study drew responses from 378 readers, 34 of whom were presidents, owners or board chairmen.

### *Pennsylvania Oil to Keeler*

Pennsylvania Oil Heat Council, Philadelphia, has appointed Lee Keeler Inc., Philadelphia, to handle its advertising and public relations.

HE CAN HELP YOU

If you're looking for fast Direct National Distribution

Barney Kingston, Merchandising Director

Don't be fooled by the "outlet map" on your wall! It's one thing to put your product in stores—it's quite another to move it.

If your product or service lends itself to personal selling—whether in a home, office, store, institution, service station, etc.—it will pay you to investigate the booming $9½ billion DIRECT SELLING FIELD. Manufacturers and agency executives often amazed to learn how easy and inexpensive it is to move merchandise through modern direct selling—in ALL counties of the 50 states and in the provinces of Canada.

Let us analyze your product or service without obligation on your part. If your product has potential in our field, we submit 35-year sales-tested plan for consideration; sample plan starts 50 new companies every month . . . many of which now do from $250,000 to more than $12½ million annually.

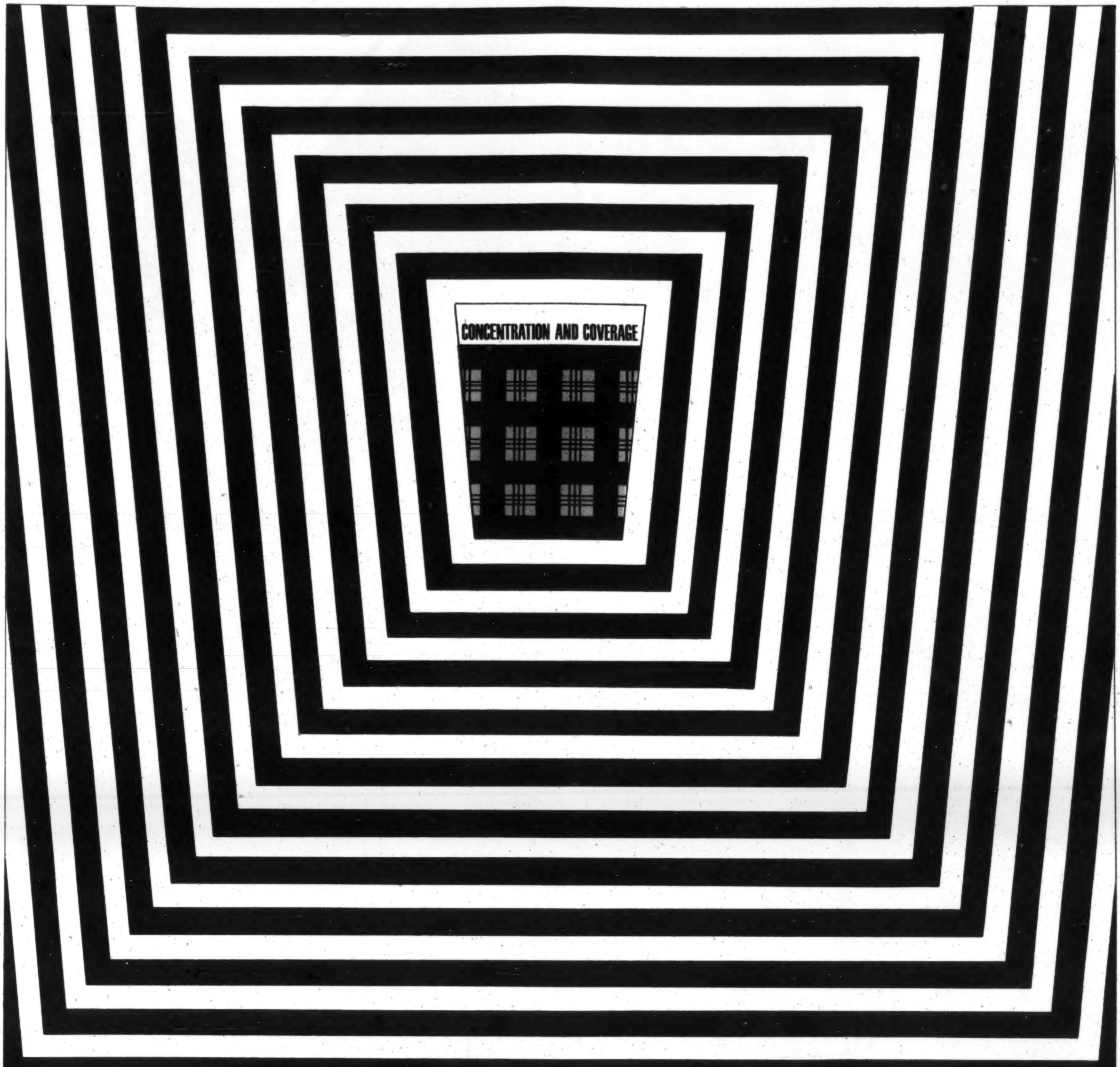
Send factual data to our Merchandising Director, Barney Kingston, Dept. P-120, Salesman's OPPORTUNITY Magazine, 850 North Dearborn Street, Chicago 10, Ill.

THE QUALITY TOUCH

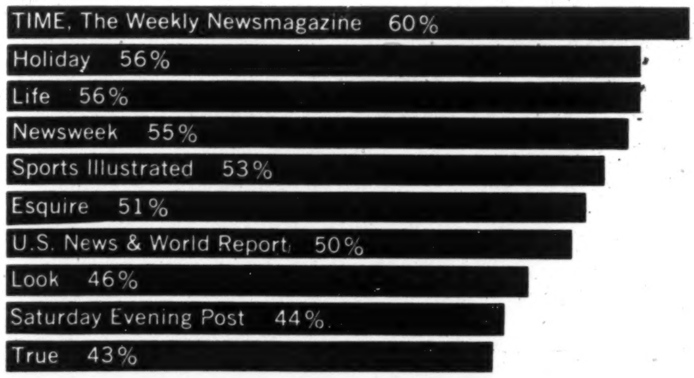
WFAA
TELEVISION abc
RADIO abc/nbc • DALLAS
Serving the greater DALLAS-FORT WORTH market
BROADCAST SERVICES OF THE DALLAS MORNING NEWS

The restoration of an old master . . . Just imagine the quality touch, meticulous care and infinite patience required. These are the same basic ingredients which comprise the quality touch and atmosphere surrounding today's better television and radio station operations.

Represented by
Edward Petry & Co., Inc
The Original Station Representative



CIRCULATION CONCENTRATION IN THE TOP FIFTY MARKETS FOR SCOTCH (Metropolitan areas accounting for 80.6% of all 1959 case sales of Scotch Whisky.)

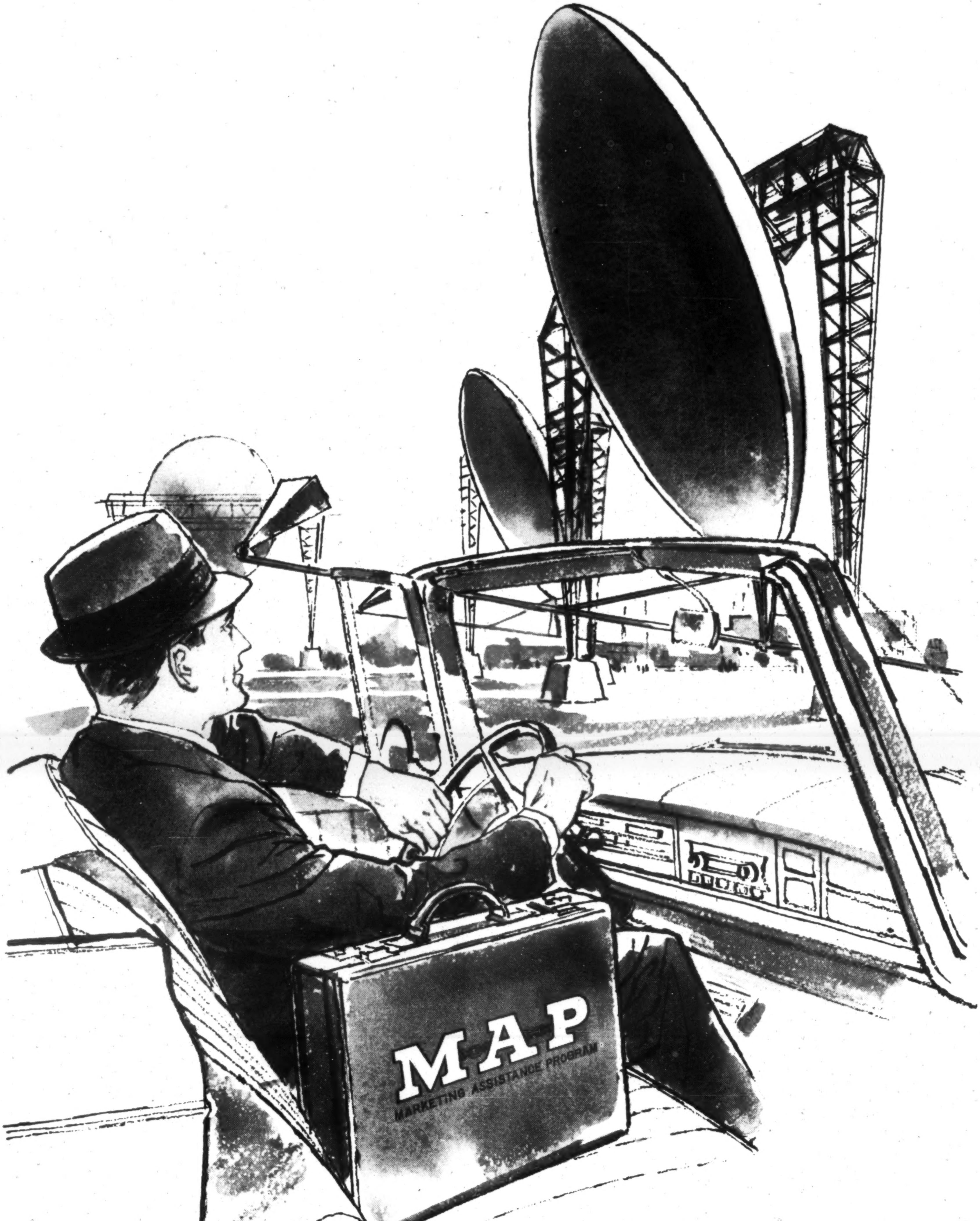


Sources: Clark Gavin Associates data and latest available publishers' reports: TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Sports Illustrated (3/2/59) • Esquire (February 1957) • U. S. News & World Report (3/28/58) • Newsweek (3/23/59) • Look (3/18/58) • Saturday Evening Post (3/14/59) • True (October 1959)

Scotch Whisky is a prestigious potable: all of it is imported, none of it is cheap. Where it sells briskly you can expect to find customers with the taste and the means to appreciate finer things. Significantly, **just fifty markets account for 80.6% of all U.S. case sales of Scotch. In those top fifty markets, TIME concentrates more of its circulation than does any other magazine of a half million or more circulation.** Further verification of the truth that canny advertisers know by heart: TIME gives you concentration and coverage where it counts.

**THAT'S**

**TIME**


MAP
MARKETING ASSISTANCE PROGRAM

# CHILTON'S

# Only Electronic Industries' M-A-P offers you such complete

# MARKETING COUNSEL

# and research facilities

Take a new look at the electronic original equipment market. It has changed since yesterday . . . changed even more since your current marketing program was initiated.

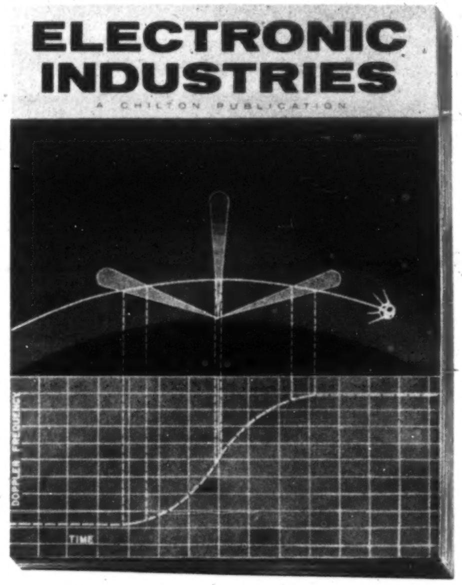
The only way to get the *complete* picture *fast* is through Electronic Industries' M-A-P.

There's nothing else like it in the industry. This comprehensive Marketing Assistance Program puts in your hands the seven basic tools you need to sell this market *right.* (1) Census of electronic plants on 40,000 IBM cards. (2) Marketing map of U.S. electronic plants. (3) 376-page marketing guide. (4) Market studies by a headquarters research staff and 250 field investigators. (5) Computer Center for processing inquiries and storing market statistics. (6) Profile of "Today's Electronic Engineer" (2000 IBM cards). (7) Advertising readership studies. (Nominal charge for some of these aids.)

Marketing counsel is always available from Electronic Industries' editorial, research and field personnel.

M-A-P is now combined with Electronic Industries' editorial excellence and quality-controlled circulation to give you the strongest advertising, selling and marketing "package" in the booming electronic field. Ask your Electronic Industries representative to help you start using it now.

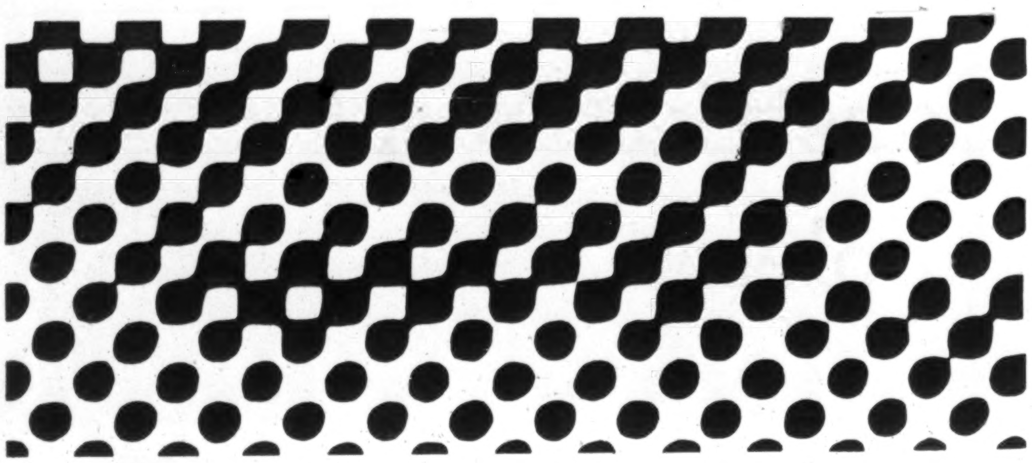
ELECTRONIC INDUSTRIES guarantees a total circulation of 59,000 copies monthly (56,000 controlled), and leads all other publications with over 40,000 electronic OEM circulation. It delivers authoritative information on the theory, technique, design and employment of electronic components and equipment used on land, sea and in the air . . . in industrial, military and consumer applications . . . to readers with the power to buy.



Chilton
COMPANY
Chestnut and 56th Streets • Philadelphia 39, Pa.
Telephone: SHerwood 8-2000

# ELECTRONIC INDUSTRIES

THE PURSUIT OF QUALITY — OUR CONSTANT DEDICATION



HUTCHINGS & MELVILLE, Inc. *Custom Photoengraving*

4043 NORTH RAVENSWOOD AVENUE, CHICAGO 13 EASTGATE 7-9220

### *Twinkle Silver Bows in West*

Drackett Co., Cincinnati, has begun distribution of Twinkle silver cream, an anti-tarnish polish, in about seven western states. Ad schedules for the product, through Young & Rubicam, will start this fall in *Better Homes & Gardens, Good Housekeeping, Reader's Digest* and *Sunset Magazine*. Regional buys on three NBC-TV daytime shows also will be used, as well as commercials on the company's regularly scheduled CBS-TV daytime programs.

### *Brown Shoe Co. to Reinforce Magazine Ads with Newspapers*

A newspaper advertising campaign, featuring local dealer names in 35 major markets, will be launched in February by Brown Shoe Co., St. Louis, to promote the shoes being featured in national magazine advertising. A total of 674 newspaper ads, scheduled during the spring season, will be divided among nine brands.

## Power Mower Field to Boost Sales by 50% by '65: Toro

MINNEAPOLIS, Oct. 11—Toro Mfg. Co. expects the power mower industry to rev up sales by 50% by 1965, bringing in an annual volume of approximately 6,000,000 units. This optimism is in the face of an industry decline of 10% this year, its first slump since the war.

Toro did not not participate in the 1960 industry decline, its sales having increased 6½% to $19,400,000. The company claims that its sales have been highest in the industry for the last three years.

Today there are about 19,000,000 power mowers in use on the 33,000,000 home lawns in this country, Toro reports. Unit sales during the past year are estimated at 3,800,000, and replacement sales represented over 60% of the total sales.

■ To keep up its share of the market in 1961, Toro has increased its budget for next year for a campaign emphasizing dealer support. Trade publications will be used consistently year-round, with the increasing importance of the dealer in an industry where 50% of the market is now replacement.

The influence of the dealer is considerable in a market requiring good service and spare parts, the company points out. Homeowners who are buying their second or third mowers are shopping carefully, looking for a quality machine that can be adequately serviced.

Consumer advertising will include newspapers, radio and tv spots and magazines. The magazine campaign will open with a spread in the April issue of *The Saturday Evening Post* promoting the entire line, plus insertions in *Farm Journal, Flower Grower, Life, Popular Gardening,* and *Reader's Digest* through June, promoting Toro riding mowers, whirlwind mowers and its power handle. Some of the ads will be split runs advertising certain products in certain markets.

For dealers, there will be ad mats, window streamers, display material, instore booklets and envelope stuffers.

Batten, Barton, Durstine & Osborn, Minneapolis, is the agency. #

### *Crest Bows in Ontario*

Procter & Gamble of Canada has started marketing Crest toothpaste in southern Ontario. Only a few Toronto outlets have the new product. The company refused to divulge any advertising plans. Benton & Bowles, New York, handles the account. Lack of production facilities was the reason given by P&G for Crest's late start in Canada. The Canadian Dental Assn. told ADVERTISING AGE that while it was not the group's policy to endorse trade names, it likely would approve the Crest formula, "if the research holds up."

### *Campbell Soup Offers Cups*

Campbell Soup Co. has announced a new consumer premium offer of four monogrammed cups for $2 and a label from V-8 cocktail vegetable juice. The offer will be promoted with pages in the November issues of *Family Circle, Reader's Digest* and *Woman's Day*. Needham, Louis & Brorby, Chicago, is the agency.

### *Berea Buys Waterways Book*

Berea Publishing Co., Berea, O., has acquired *Great Lakes & Inland Waterways* from Great Lakes Publications, Cleveland. Anthony J. Shylo, publisher and founder of the publication, will continue as associate publisher, and James C. Toedtman, president of Berea, will take over as publisher.

*current facts about the*

588 MILLION DOLLAR NORTHEASTERN MICHIGAN MARKET

**Here are two important factors to consider if you have a sales problem in Michigan.**

Many analysts consider the above 18 county area, with Bay City the gateway, as a ONE MARKET TARGET due to the economic ties of the counties and the dominant role Bay City plays as the single large city of the area . . . an area with effective buying income of $588 million annually.

**The Bay City Times is the one effective advertising media providing SALES POWER for the entire area . . . reaching 9 out of every 10 homes in Bay County and 3½ out of 10 homes in all of Northeastern Michigan.**

**Whether you're interested in product testing . . . utilizing the impact of spot color . . . or simply covering your market effectively and economically, The Times is your best buy in Northeastern Michigan.**

**BAY CITY:** The Seaway port of Northeastern Michigan

THE RETAIL SALES PICTURE IN NORTHEASTERN MICHIGAN

| | Bay County | 18-County Area |
|---|---|---|
| Effective Buying Income | $186,651,000 | $588,190,000 |
| Retail Sales | 149,716,809 | 480,383,410 |
| Food Sales | 43,373,333 | 157,886,366 |
| Apparel | 7,035,533 | 14,475,666 |
| Building and Lumber | 11,037,233 | 44,028,566 |
| Specialty | 8,139,466 | 24,361,400 |
| General Merchandise | 13,246,866 | 36,815,566 |
| Automotive | 33,401,066 | 131,681,300 |
| Furniture | 7,697,400 | 16,843,033 |

SOURCES: Michigan Dept. of Revenue 1959 Bulletins; SM Survey of Buying Power, 7/10/60.

Write for your free copy of complete 18-county sales breakdown for 1959.

THE BAY CITY TIMES

**NATIONAL REPRESENTATIVES:** A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

**Here are a few of the companies which have used the classified ad pages of Ad Age in 1960. This listing is made up of only those firms which used their company names in their advertisements.**

American Can Co.
American Dairy Ass'n
American Institute of Laundering
Armstrong Cork Co.
Babcock & Wilcox Co.
Geo. J. Ball, Inc.
The Biddle Co.
Botsford, Constantine & Gardner, Inc.
Bozell & Jacobs, Inc.
Harold Cabot & Co., Inc.
Collins Radio
Comstock & Co.
Coopers, Inc.
Corning Glass Works
Creative Group, Inc.
Cunningham & Walsh
DeLaval Separator Co.
Doyle Dane Bernbach, Inc.
Dow Chemical Co.
Duraclean, Inc.
Durkee Famous Foods
Electro-Voice, Inc.
Eversweet Corp.
The Formfit Co.
Ft. Howard Paper Co.
Fuller & Smith & Ross Inc.
General Mills
Graceman Advertising, Inc.
Grubb & Petersen Advertising, Inc.
Hamerhoff & Smith, Inc.
Ward Hicks Advertising
Hixon & Jorgenson, Inc.
Jefferson Chemical Co.
Jordan, Siebert & Corbett, Inc.
Lake-Spiro-Shurman, Inc.
R. G. LeTourneau, Inc.
W. D. Lyon Co.
P. R. Mallory & Co.
Manpower, Inc.
Marsteller, Rickard, Gebhardt & Reed, Inc.
The Martin Co.
McCurry, Henderson & Enright
Miller & Rhoads
Minneapolis-Honeywell Regulator Co.
Mobay Chemical Co.
New Holland Machine Co.
Old Equity Life Insurance Co.
O'Grady, Anderson-Gray
Parker Pen Co.
H. K. Porter Co., Inc.
Procter & Gamble
Ralston-Purina Co.
W. T. Rawleigh Co.
Revell, Inc.
Rumrill Co., Inc.
Sears, Roebuck & Co.
Scriptomatic, Inc.
Spiegel
Spitz Advertising Agency
Stern, Walters & Simons
Howard Swink Advertising
Union Carbide Chemicals Corp.
The Upjohn Co.
Vansant, Dugdale & Co.
Volkswagen of America, Ltd.
Wade Advertising
Whirlpool Corp.
Wilson & Co.
Zenith Sales Corp.

# Advertising Age

THE NATIONAL NEWSPAPER O

# The BIG Classified Advertising Medium

Every issue of Advertising Age reinforces its position as the preferred classified advertising medium in the advertising and marketing field.

AA publishes from six to ten columns of classified in every issue, by far the largest volume appearing anywhere in this field. No other advertising or marketing journal (outside of the specialized newspaper and broadcasting publications) even approaches this huge volume.

The significance of classified leadership is apparent. Here reader is talking to reader. The people who are the objective of display ads by media, services and suppliers are themselves advertising, in order to reach other advertisers and advertising agency personnel. And the continued increase in volume of classified advertising appearing in the National Newspaper of Marketing demonstrates the success of the ads placed by hundreds of the leading national advertisers and agencies of the country.

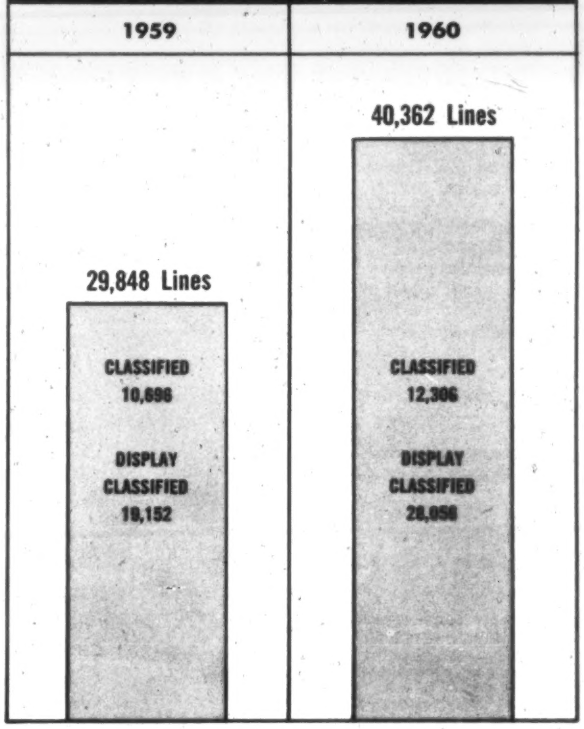
The reason for this dominance in this particularly sensitive area is obvious. Advertisers and agencies looking for personnel, or talented people looking for jobs, know that this is the largest audience of advertising and marketing people available anywhere. The 49,928 paid circulation of AA, representing a total readership of over 189,000 (based on checks of pass-along readership) assures the maximum results from classified advertising expenditures.

The 35% increase in volume of classified advertising in AA during the first six months of 1960, as compared with the corresponding period of 1959, is eloquent testimony to the kind of results which classified advertisers get from the use of the *Advertising Market-Place* in AA.

So—when you have a personnel, equipment or business opportunity ad to place, do as the great majority of all classified advertisers in this business do—use the classified columns of Advertising Age. Here is the active, responsive audience of executives in all areas of advertising and marketing—the men and women who are going places, doing things.

AA leadership in classified not only proves its leadership in readership among advertising and marketing people—it likewise helps to build reader interest in Advertising Age every week.

Here is a comparative study of Ad Age's classified linage for the period of January to June, 1959 vs. the same period in 1960.



*important to important people*

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
630 THIRD AVENUE • NEW YORK 17, NEW YORK

ABC ABP NBP *1 Year (52 issues) $3*

# 'Be Loyal to Agency,' NADA Tells Dealers

WASHINGTON, Oct. 11—Complete loyalty to the advertising agency—as long as it is doing a satisfactory job—was urged on National Automobile Dealers Assn. members by the organization in its magazine.

"Anything less" sabotages not only the agency's efforts, but also the dealer's, the trade group said in its directions on the choosing and using of advertising assistance.

Experience with the proper media was described by *NADA Magazine* as a more important factor than automotive experience in the choice of an agency.

Other factors to be considered, according to NADA, are the agency's size, "fit," and talent. A local agency, or a medium-size regional one, was recommended as best for an auto dealer. The chosen agency should "fit" the dealership by matching it in business standards, reputation and general attitude. It also should be familiar with the retail market, NADA said.

■ A good supply of talented personnel was deemed the "best insurance for good results."

"Don't try to be your own copywriter unless you are experienced," NADA urged. "Amateurish copy is exactly that," the association said, adding that confusion is certain to result if a dealer—"a sales, advertising and general manager rolled into one"—takes on the task of writing copy.

NADA suggested that the job be left to trained personnel even by dealers who have no agency. Media people can write ads too, the association said.

To get the most out of its agency, a dealer should (1) supply it with all the information it needs; (2) define own advertising objectives and stick to them; (3) determine definitely who in the dealership will work with the agency; (4) "sell" agency personnel, from account executive to copywriter, on the dealership; (5) keep the agency up to date on all plans; and (6) give it a strict budget to follow, NADA said.

Although a dealer should audit the agency's expense records periodically, he should not spend too much time studying or questioning expense statements, the association advised. If there is any reason to suspect the bills, the dealer had better switch agencies, according to NADA. #

**What Leaders Say**

**It's wonderful to have expressions like these about The Mirror Youth Program, started in 1941:**

**"You have made a truly constructive step in the right direction."—Gov. Nelson A. Rockefeller**

**"Your sports and cultural activities have provided most necessary outlets and guidance for our youngsters."—Mayor Robert F. Wagner**

**"Vitally important in training for responsible citizenship."—Robert Moses**

**"We will never be able to assess the full value to each boy and girl who participates."—President Charles H. Silver of the New York City Board of Education**

And still more wonderful to feel the loyalty of Mirror homes—the cream of the mass market of New York.

**Make The Mirror a MUST!**

### Brown Rejoins Malone

Ralph S. Brown has rejoined Norman Malone Associates, Akron, O., as creative director, a new post. Mr. Brown was a copywriter with Malone for eight years prior to joining Lawson Milk Co., Cuyahoga Falls, in 1957, where he was advertising and sales promotion manager.

### Start Japanese 'Down Beat'

Under a franchised agreement with Maher Publications, Chicago, Shinko Music Publishing Co., Tokyo, is publishing a monthly Japanese-language edition of *Down Beat*. The rate for a one time, page ad is $395. Initial circulation of the Japanese *Down Beat* is 15,000.

### Blair Joins Export Publishers

Gordon Blair, formerly advertising director, international editions, *Popular Mechanics*, Chicago, has joined Export Publishers Co., New York, as midwestern sales manager.

### S. A. Radler Joins Epsco

Stanley A. Radler, former director of marketing services of three eastern divisions of American Electronics Inc., has joined Epsco Inc., Cambridge, Mass., maker of industrial and military products, as director of marketing services.

### Dan Charny Joins de Garmo

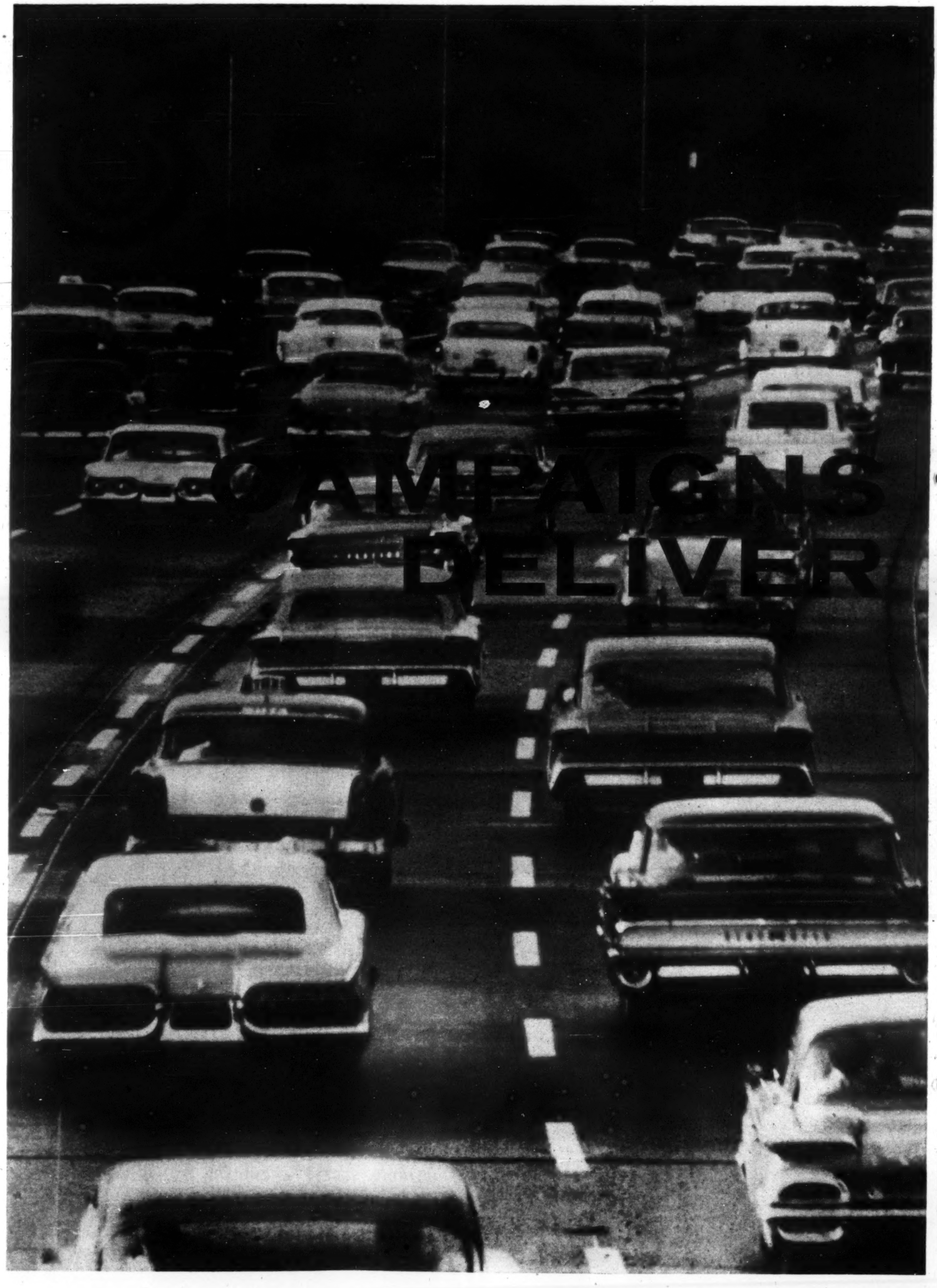
Dan Charny, formerly vp of G. M. Basford Co., New York, has joined de Garmo Inc., New York, as exec vp, a new title.

### Sigler Joins Venti-Breather

Carl Sigler has joined Venti-Breather Products Inc., Washington, as president. Until recently Mr. Sigler was with Wentzel & Fluge for a short time and before that was merchandising director of Gordon Best Co.

### Russum Joins MMN

Ray M. Russum, formerly with the *Los Angeles Times*, has joined the staff of Million Market Newspapers in Los Angeles.



## Dunphy's Whisky Will Receive Extra Ad Shot This Fall

NEW YORK, Oct. 11—Dunphy's "Original Irish" whisky gets its biggest advertising boost in five years with a new fall-winter campaign.

Down to a meager $2,661 in newspapers last year, according to *Liquor Handbook*, Dunphy's will be boosted nationally by its distributor, American Distilling Co., with one-third page b&w ads in *Cue, Esquire* and *Gourmet*, and 200-line ads in the *Wall Street Journal*.

The new budget is reportedly several times the investment of last year, and the campaign will run through St. Patrick's Day, March 17, when the enthusiasm for "things Irish" is calculated to be at its peak.

Dunphy's was introduced five years ago as a new Irish whisky made especially for the American taste.

Fred Gardner Co. is the agency.

### Fornier Starts Company

Ray Fornier, who formerly headed the disbanded New York office of Publicidad Badillo, has established R. A. Fornier Associates as a marketing consultant for the Spanish-speaking market in New York. As reported previously, Mr. Fornier will be working out of Force Inc., Paterson, N. J., agency (AA, Oct. 3).

### Goldblatt to McCall Corp.

Norman E. Goldblatt, formerly with L'Oreal of Paris, has been appointed assistant to Herbert Bijur, vp of McCall Corp. and general manager of *McCall's Patterns*, New York. Mr. Goldblatt, who will also act as business manager of *Forecast for Home Economists*, succeeds Robert K. Darden, who resigned.

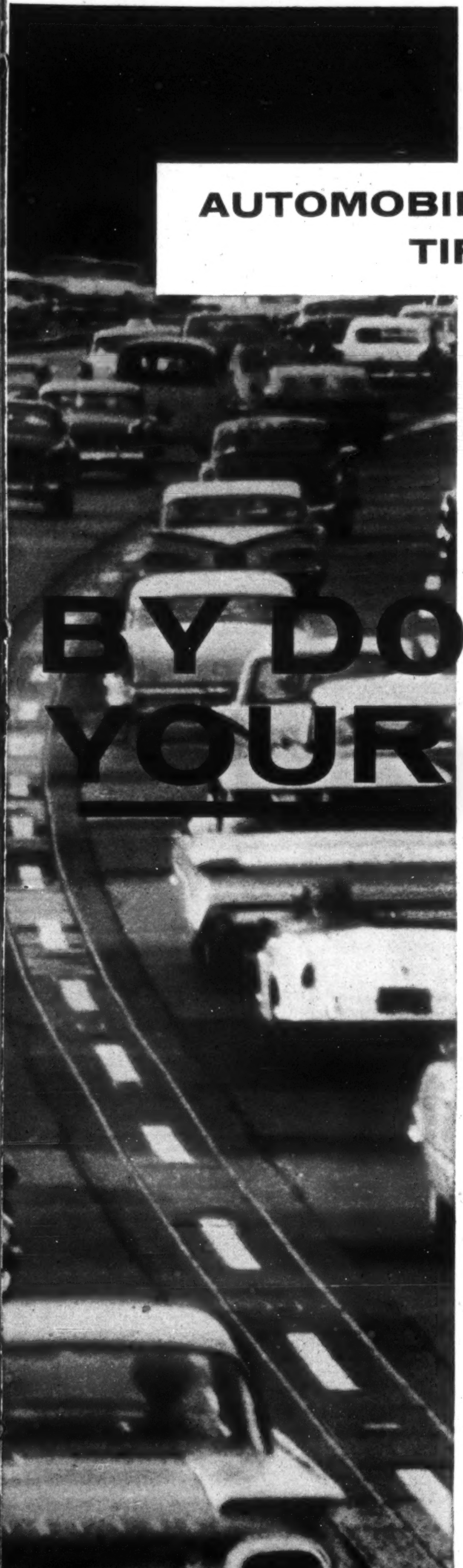
### Quality Chekd Ad Drive Goes in Heavier for Outdoor

Quality Chekd Dairy Products Assn., La Grange, Ill., will increase its use of outdoor about 20% in its 1961 advertising program for cooperating dairies in 36 states. About $280,000 of a total budget of some $750,000 will go for outdoor next year, according to C. E. Hentrick, ad manager. The total budget is about the same as the 1960 budget.

The outdoor program is designed to make the Quality Chekd symbol—a red check mark inside a Q—better known. Local radio, tv and print will also be used, along with point of purchase and store merchandising materials. Wentzel & Fluge, Chicago, is the agency.

### RCA Promotes Daggy

Gordon R. Daggy, formerly manager of marketing services, has been appointed manager of advertising and publications for the defense electronics division of Radio Corp. of America.



AUTOMOBILE OWNERSHIP—
TIP-OFF TO BUYING POWER

*A 40-million car-owner mailing list*
*with 3-way selectivity—*
*by make of car… .*
*by age of car…*
*by location of owner*

BY DONNELLEY
YOUR MARKET!

**CAR OWNERSHIP IS A VERY SIGNIFICANT INDEX TO BUYING POWER.** The age and make of cars owned, included in Donnelley's list information, serve as guides to owners' ability to buy any product.

This information, *coupled with economic data about the areas in which car owners live*, offers you a foolproof, three-way selectivity that really pinpoints the prospects you are looking for.

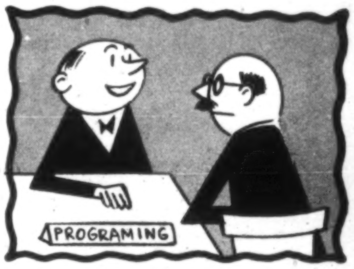
Think what this means! In thousands of income-rated neighborhoods, in hundreds of cities the nation over, you can reach your own tailormade selection refined from a total list of 40 million car-owning families, compiled anew every year. These 40 million families, 85% of whom have annual incomes over $5,000, have an explosive spending power, set the buying pace for nearly every consumer product.

Whatever your product profile, a campaign by Donnelley can provide the ideal circulation—including a complete planning-creative-mailing service—to deliver your market. Write or phone your nearest Donnelley office, today.

**THE REUBEN H. DONNELLEY CORPORATION** (Direct Mail Division)

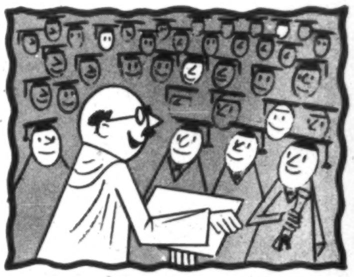
- 407 East 25th Street, Chicago 16, Ill.
- 4632 Santa Monica Blvd., Los Angeles 29, Calif.
- 230 East Sandford Blvd., Mt. Vernon, N.Y.

Far - Reaching !



The 5 A.M. slot is the only one open, professor.

2X²+A=7C
5(A+B)=6
C √A-B=P



"Six months ago we never realized —"

We're exaggerating here, of course, but the far-reaching effect of Channel 6 has surprised more than a few people. It covers 2/3 of Maine's retail sales and 1/4 of New Hampshire's.

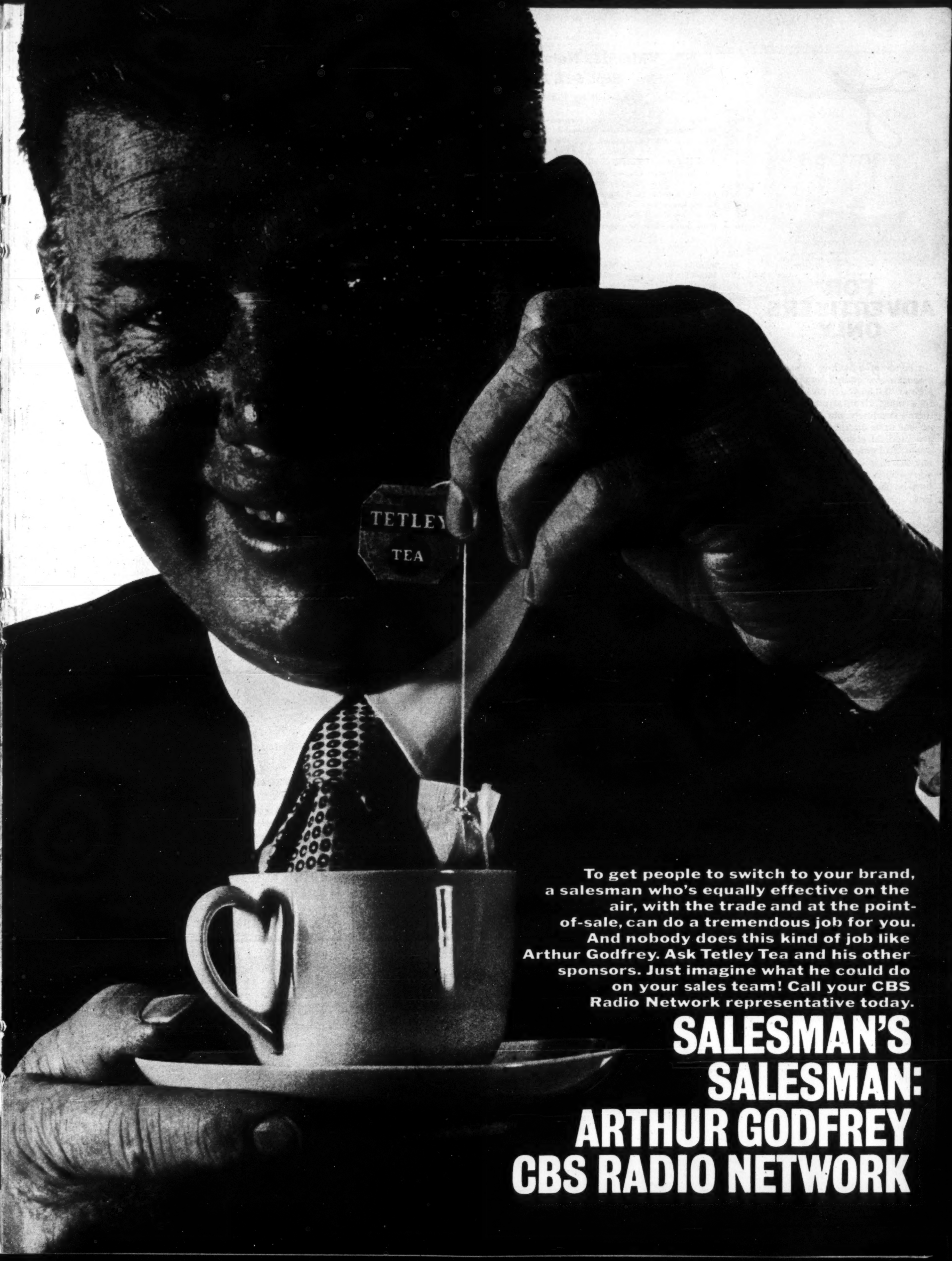
Your Weed TV man will tell you more.

WCSH-TV
6 NBC for PORTLAND MAINE

MAINE BROADCASTING SYSTEM
WCSH-TV 6, Portland WLBZ-TV 2, Bangor
WCSH Radio, Portland
WLBZ Radio, Bangor WRDO Radio, Augusta

“During the short period he's been on the air for Tetley Tea, consumer reaction to his commercials has helped our sales. We received many letters from people indicating that **they switched to Tetley because it's now Mr. Godfrey's cup of tea.** The trade response has been equally enthusiastic. Dealer cooperation in giving Tetley prime shelf position has a decided effect on sales.”

Mr. Edward C. Parker, President, Tetley Tea Co.



To get people to switch to your brand, a salesman who's equally effective on the air, with the trade and at the point-of-sale, can do a tremendous job for you. And nobody does this kind of job like Arthur Godfrey. Ask Tetley Tea and his other sponsors. Just imagine what he could do on your sales team! Call your CBS Radio Network representative today.

SALESMAN'S
SALESMAN:
ARTHUR GODFREY
CBS RADIO NETWORK

recipes
FAMILY CIRCLE - "FOR HOMEMAKERS ONLY"

**FOR ADVERTISERS ONLY**

*An editor of a leading women's magazine was quoted recently as follows:* "I'll let you in on a secret. In a mass circulation market there's absolutely, but absolutely, no way to be discriminating as to geographical, economic or educational background. We just use any list that is available. When you go out subscription-wise, you have no choice—you use the same lists."

*

*This editor's statement may be true of subscription-type magazines. But* . . . Family Circle is absolutely, but absolutely discriminating! It delivers an ultra *select* mass circulation market of homemakers. How? Because of its special-interest editorial appeal "for homemakers only". . . and because its circulation is obtained not through subscription lists at all but through supermarkets.

*

*And what supermarkets!* The Safeways . . . Krogers . . . Americans . . . Nationals . . . First Nationals . . . Colonials . . . Food Fairs . . . Winn-Dixies—just about every leading food chain you can name. What's more, thousands of independent markets, too, sell Family Circle at their checkouts.

*

All told, Family Circle is now distributed in some 27,000 chain and independent supermarkets in the U.S.A. That's only 7% of the total number of food stores . . . yet these stores do nearly 50% of all U. S. retail food sales!

*

Conclusion? Family Circle's 5,250,000-plus circulation is obtained not wherever *we* can get it. It's concentrated where *you* want it: among the homemaker-shoppers of key chain and independent supermarkets that move your brand in volume!

*

*So . . . why not place your advertising where your business is . . . in*

**FAMILY CIRCLE**
**FOR HOMEMAKERS ONLY**

## Videodex Network TV*

### Sept. 6-12, 1960

*Copyright by Videodex Inc.*

| Rank | Program | Homes (%) |
|---|---|---|
| 1 | Miss America Pageant (Toni, Oldsmobile, Philco, CBS) | 34.6 |
| 2 | Have Gun, Will Travel (Lever Bros., Whitehall, CBS) | 27.0 |
| 3 | Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC) | 25.7 |
| 4 | 77 Sunset Strip (American Chicle, Harold F. Ritchie, R. J. Reynolds, ABC) | 25.1 |
| 5 | The Untouchables (Several sponsors, ABC) | 24.9 |
| 6 | Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS) | 24.6 |
| 7 | I've Got a Secret (R. J. Reynolds, Bristol-Myers, CBS) | 24.4 |
| 8 | Father Knows Best (Scott, Bristol-Myers, Kellogg, CBS) | 24.3 |
| 9 | What's My Line (Kellogg, Sunbeam, CBS) | 23.4 |
| 10 | Perry Mason (Several sponsors, CBS) | 23.2 |

| Rank | Program | Homes** (000) |
|---|---|---|
| 1 | Miss America Pageant (Toni, Oldsmobile, Philco, CBS) | 15,000 |
| 2 | Have Gun, Will Travel (Lever Bros., Whitehall, CBS) | 11,600 |
| 3 | Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC) | 11,200 |
| 4 | 77 Sunset Strip (American Chicle, Harold F. Ritchie, R. J. Reynolds, ABC) | 10,600 |
| 5 | The Untouchables (Several sponsors, ABC) | 10,500 |
| 6 | Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS) | 10,600 |
| 7 | I've Got a Secret (R. J. Reynolds, Bristol-Myers, CBS) | 10,500 |
| 8 | Father Knows Best (Scott, Bristol-Myers, Kellogg, CBS) | 10,500 |
| 9 | What's My Line (Kellogg, Sunbeam, CBS) | 10,000 |
| 10 | Perry Mason (Several sponsors, CBS) | 9,900 |

* Homes viewing in cities where program is telecast.
**Listed in sequence of rating level from first table.

## New Ad Theme Got Pepsi Accepted by Affluent, Durkee Says

SALT LAKE CITY, Oct. 11—Pepsi-Cola Co. has won class distinction because of advertising, William C. Durkee, vp of marketing for the soft drink company, said here. He attended the opening of a new $500,000 plant of National Beverage Co., local bottler of Pepsi.

Mr. Durkee said that several years ago the Pepsi board of directors was concerned because while Pepsi was a favorite of lower income groups, acceptance had not been general in upper income brackets.

An advertising campaign associating the drink with luxury and social acceptance was launched and success resulted with the company planning continued emphasis on the theme in newspapers and magazines during the next year, said Mr. Durkee.

■ He said Pepsi is selling at the rate of about 500,000,000 bottles annually. Mr. Durkee said "Teem," the company's lemon-lime drink, is now "off the floor" with sales rising and he said sales of flavoring for other soft drinks to bottlers will follow.

Mr. Durkee said 65% of the soft drink business is in cola in the U.S. Lemon-lime accounts for 15% and "rainbows" get the other slice of the market, he said. #

### Continental Wax on NBC-TV; Spot TV-Radio Also Used

Continental Wax Corp., Mt. Vernon, N. Y., has begun a heavy, 52-week radio-tv push for its Six Month floor wax. Commercials featuring Hollywood star Rock Hudson will be used in 150 participations on Dave Garroway's "Today" and on the "Jack Paar Show" on NBC-TV. Concurrently, spot tv will be used in 41 markets and spot radio in 43. Print will be added later in this campaign, said by the company to amount to more than $2,000,000. Product Services is the agency.

The Federal Trade Commission filed a complaint against Continental in January, 1959, charging "false, misleading and deceptive statements" in its air and print advertising for Six Month floor wax. The complaint since has been modified with the FTC questioning whether the wax will remain as beautiful after six months. Continental has filed its answer and the case is still pending. The company's current tv commercials say, "No more weekly scrubbing. I wax just twice a year."

### Robeck Company Formed

Peter M. Robeck & Co., a new tv film syndication company, has been formed at 230 Park Ave., New York. The company is headed by Peter M. Robeck, formerly vp in charge of Crosby/Brown Productions. Others with the company are Joseph Greene and William Finkeldey in New York and Karl von Schallern in Chicago, all previously with Crosby/Brown. The Robeck company succeeds Crosby/Brown as distributor of "The Pioneers," a series of 52 re-runs of "Death Valley Days."

### Niagara Spending $250,000

Niagara Therapy Corp., Adamsville, Pa., reports it will spend more than $250,000 by the end of the year for a campaign built around an "over 40" theme. A major portion of the budget is for radio and tv one-minute commercials in 50 principal cities. Meldrum & Fewsmith, Cleveland, is the agency.

### 'Scholastic' Boosts Rate

*Scholastic Magazines*, effective in September, 1961, will increase weekly net paid circulation base from 2,350,000 to 2,600,000, and will boost its group b&w page rate from $7,450 to $8,200.

## Contadina's New 'Little Bitty' Jingle Ads Have Int'l Flavor

SAN JOSE, Oct. 11—Contadina Foods will open fire Oct. 17 with a heavy radio campaign, prepared by Cunningham & Walsh Inc., San Francisco, to promote the company's tomato paste line.

Martin L. Morici, vp in charge of sales and advertising of the food processing company, said the cross-country buy will run up to 180 spots a week in most markets.

The general copy theme will be that real Italian cooks are not born but made—by the use of Contadina tomato paste. It will be illustrated as housewives of many countries sing the praises of the product.

■ Spots are recorded at 60, 30 and 20 seconds, and the now famous Contadina jingle, "Who put eight great tomatoes in that little bitty can?", comes through in music typical of each country.

The campaign is divided into two five-week sections, with the second section to begin in early spring. It is scheduled for 28 major markets with saturation density in time periods in which the company expects housewives to be at home.

### Airequipt Projector Featured in TV, Print

Airequipt Mfg. Co., New Rochelle, N. Y., has scheduled a network television and print campaign for its Superba 77 slide projector. Participations in NBC-TV's "Today" and the "Jack Paar Show" are set from mid-October through mid-December.

This will be backed with a spread in December *Esquire* and *Sunset Magazine* and a junior spread in December *Holiday*. Half-page spreads will be run from November through February in *Modern Photography*, *Popular Photography* and *U. S. Camera*. Business magazines to be used through December include *Photo Dealer*, *Photo Trade News* and *Photo Weekly*. Sudler & Hennessey is the agency.

*It must concern you...*

So many of the customers sold on your brands are now shopping in suburban centers, that *maintaining* your central-city retail sales must concern you.

Brand-conscious Negro families are your new central-city customer potentials. 62% of these prospects rely on **EBONY** Magazine for brand preferences offered by 57 of the 100 largest U. S. advertisers. **EBONY** circulation — up 57% in past 30 months . . . **EBONY** advertising is up 36%.

You may not be an **EBONY** advertiser. But you must be concerned with population trends and the selling problems of your central-city retailers. **EBONY** is the only visual medium that can give you expanded "effective" selling power among central-city replacement prospects.

For your copy "You Can Increase Your Sales In Central-City" write to

**EBONY**
"Your Central-City Magazine"

NEW YORK
CHICAGO
LOS ANGELES

**INTER-OFFICE MEMO**

**Date:** September 29, 1960

**To:** Mr. Andersen
**From:** Harold Hamilton
**Subject:** 1960 A.B.C. Reports.

We have finally received all the 1960 ABC Audit Reports for the year ending March 31, 1960. We show a Sunday average of over 100,000---103,218 to be exact.

In our 5 county area we have 92,820 Sunday while our Jacksonville, Tampa and Miami friends have 18,005 combined. So we still have 5 to 1 Sunday over their combined total.

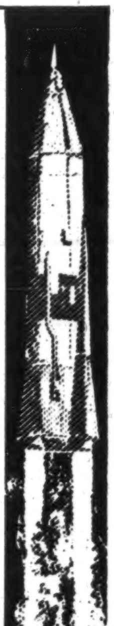
Daily circulation is 105,344. In the same 5 county area, it is 95,624 compared to 14,095 for Jacksonville, Miami, Tampa competition.

So our daily is now 6.7 to one against their combined total.

I also compared the reports to those of 1950. In the 10 year period we have held them to a daily gain of 211 while we were gaining 54,414. On Sunday they gained 2,030 while we gained 57,078.

**Orlando Sentinel-Star**

*Gateway to the Moon — Ask Branham*

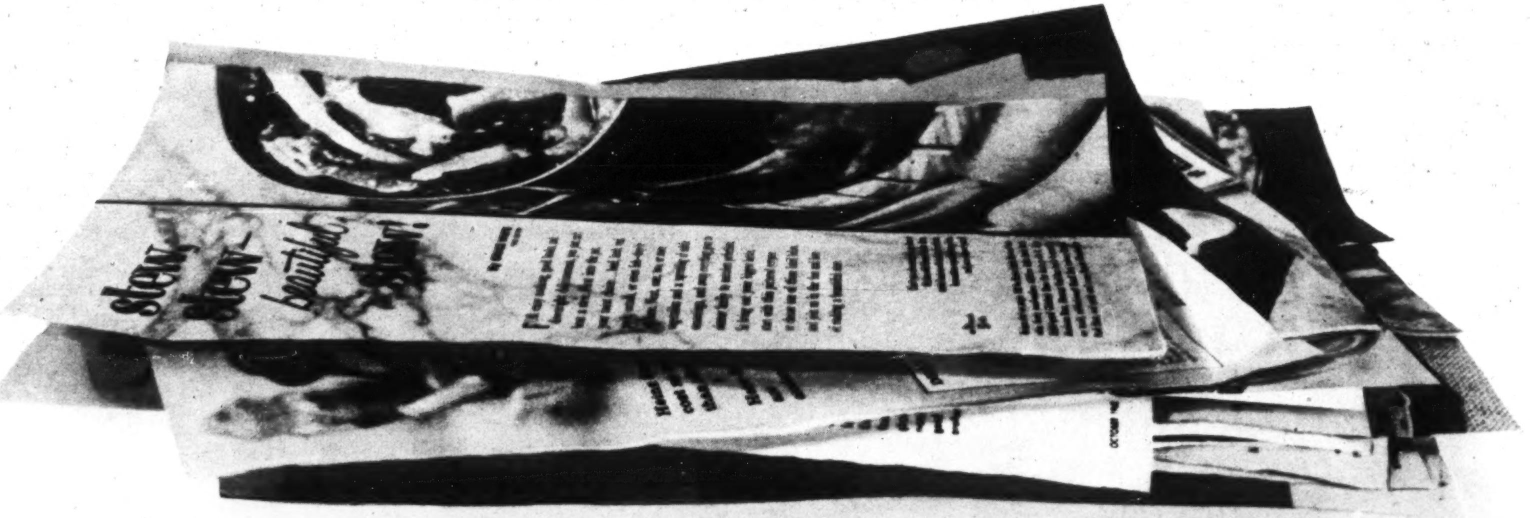


*Homemakers regularly clip*

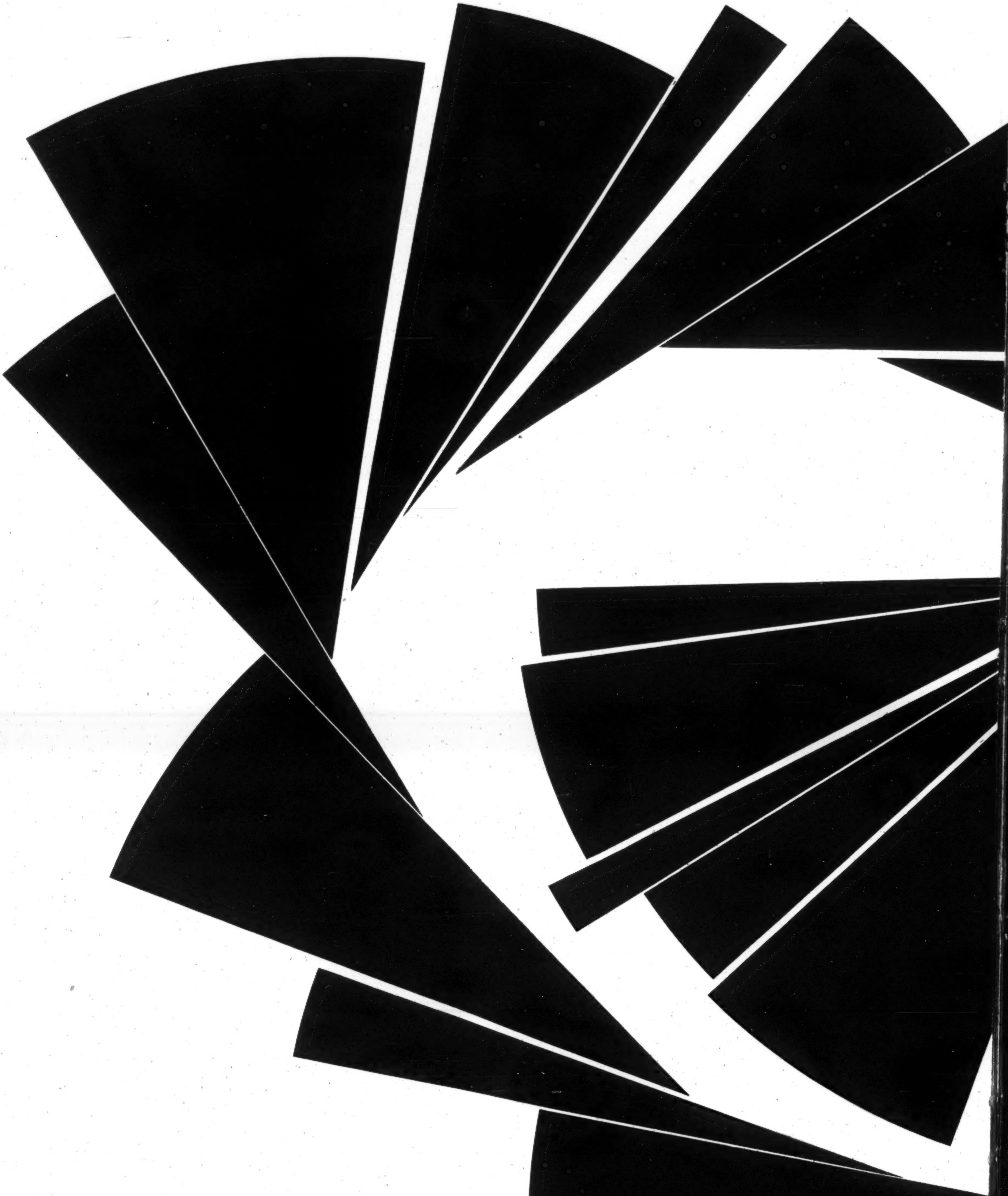
# recipes

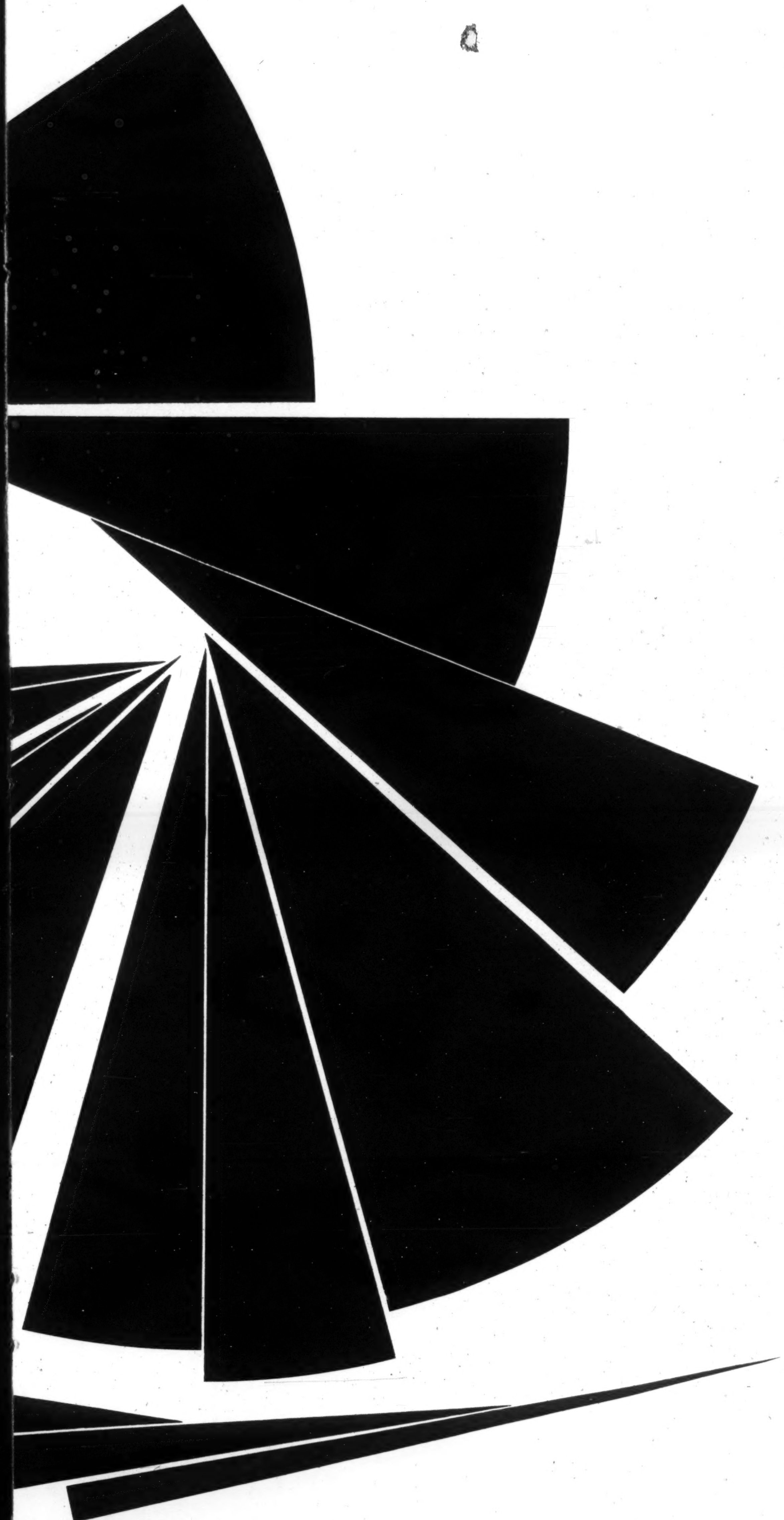
*from Family Circle*

Women read Family Circle with their minds on homemaking and their hands on the scissors. "I am always tearing out a page here and there and saving it," they told interviewers from the Institute for Motivational Research. In three separate studies of General Mills ads by Starch & Staff, interviewers actually checked the magazine in readers' homes—learned that ONE-THIRD OF FAMILY CIRCLE READERS CLIPPED THE GENERAL MILLS ADS. If you sell food products, Family Circle is your indispensable medium; it reaches your best prospects—homemakers who are avidly interested in food.



**FAMILY CIRCLE –"FOR HOMEMAKERS ONLY"**





*Marketing fact: Of over 4.5 million firms in the U.S., less than 1% employ more than 100 people. Only 18,770 of these firms are in manufacturing—and they account for 75% of all manufacturing output. Concentration!*

*Take your market apart, put it back together again. However you slice it, you'll find that one small segment of it accounts for the bulk of your sales. And that's where you concentrate the major portion of your sales effort. Advertising, like selling, should concentrate, too. On the companies where the sales potentials are the greatest and on the men who influence buying decisions.*

*Fortune concentrates. On important companies and on important management executives who have decisive influence on everything their companies purchase. This advertising efficiency is one of the reasons why*

**FORTUNE** *gets results.*

WANT MORE
CUSTOMERS IN
HARRISBURG...

Per cent of families reached

| | |
|---|---|
| LIFE | 15% |
| S.E.P. | 15% |
| LOOK | 16% |
| READER'S DIGEST | 28% |
| PARADE | 77% |

(METROPOLITAN AREA)

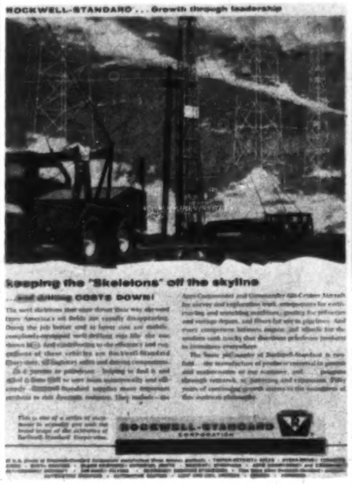
The things people of Harrisburg, Pa. read about in the **PATRIOT NEWS** and **PARADE** on Sunday, move off the shelves on Monday and all week long!

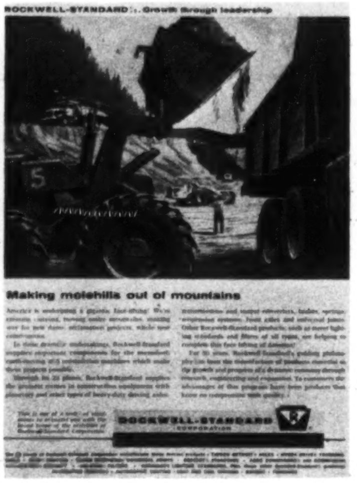
PARADE
THE SUNDAY NEWSPAPER MAGAZINE

PARADE
Sunday Patriot-News
Huge 'Space Train' Hinted by Nikita

*Represented Nationally by Moloney, Regan & Schmitt, Inc.*

PARADE...The Sunday Magazine section of strong newspapers throughout the nation, reaching 10 million homes every week.


ROCKWELL-STANDARD ... Growth through leadership
Keeping the "Skeletons" off the skyline
...and drilling COSTS DOWN!
ROCKWELL-STANDARD CORPORATION


ROCKWELL-STANDARD ... Growth through leadership
Making molehills out of mountains
ROCKWELL-STANDARD CORPORATION

SCOPE—*These ads are running in October and November issues of Business Week, Dun's Review, Forbes, New York Times, U.S. News & World Report and Wall Street Journal as part of a series promoting the scope of activities of Rockwell-Standard Corp. MacFarland, Aveyard & Co. is the agency.*

## Rockwell-Standard Sets Corporate Ads

CORAOPOLIS, PA., Oct. 11—Rockwell-Standard Corp. is using a series of eight forceful corporate ads in eight publications to establish a clear conception of its total operations with customers and suppliers as well as financial people in general.

In addition to problems created by two changes in corporate name within seven years (the company formerly was Standard Steel Spring Co., then Rockwell Spring & Axle Co.), a research project showed two additional factors clouding the company's corporate image: (1) Confusion existing between Rockwell-Standard Corp. and Rockwell Mfg., another company which makes a line of different products, and (2) brand names used by Rockwell-Standard were not associated with the parent company.

Each ad in the new series carries the slogan—"Rockwell-Standard, growth through leadership," plus a photograph, headline and copy describing the company. Each publication on the schedule will carry several of the ads.

MacFarland, Aveyard & Co., Chicago, which has handled a major portion of Rockwell-Standard's advertising since 1953, was named late in 1959 to handle all advertising for the company and its five divisions in a move to standardize format and logo treatment in all promotion. #

### Premium System Opens

American Premium System Inc., a new sales promotion and market research company, has opened at 1108 Vaughn Bldg., Dallas. The company will supply identification cards to consumers who apply for membership, and members' purchases at participating retail outlets are recorded at APS headquarters. When a member's point total reaches a certain level, he is sent a premium check which may be exchanged for merchandise, recreation or amusement.

### 'Post-Dispatch' Promotes 3

Charles J. Hentschell, business manager of the *St. Louis Post-Dispatch*, has been promoted to the new post of general manager. Fred F. Rowden, advertising manager, succeeds him as business manager. Paul Talbot, advertising sales manager, succeeds Mr. Rowden.

Mr. Hentschell is 1st vp of Pulitzer Publishing Co., and Mr. Rowden is 2nd vp, in charge of advertising, promotion and circulation.

Unchanged
Since 1827

Yellow Label
SCOTCH WHISKY
ROBERTSON'S
PRODUCT OF SCOTLAND
ESTD 1827
ROBERTSON'S
4/5 QUART
86.8 PROOF
Yellow Label
BLENDED SCOTCH WHISKY
100% SCOTCH WHISKIES
DISTILLED & BOTTLED IN SCOTLAND
JOHN ROBERTSON & SON LTD
DUNDEE
SCOTLAND
KOBRAND CORPORATION • NEW YORK, N.Y.

ROBERTSON'S
YELLOW LABEL SCOTCH
IMPORTED IN THE BOTTLE FROM SCOTLAND
86.8 PROOF, 100% SCOTCH WHISKIES KOBRAND CORP., N.Y. 1, N.Y.

## Don't Separate Product, Corporate Images, Lewis Says

CHICAGO, Oct. 11—"Product image vs. corporate image" is a battle line that should never be drawn by marketing men.

They should even stop differentiating between the two concepts and instead, combine them in a "competitive product image," because that's what the customer does.

Marshall C. Lewis, exec vp and general manager, Marsteller, Rickard, Gebhardt & Reed, Chicago, made these points at the luncheon meeting of the Chicago Business Publications Assn. yesterday.

He stressed that product image and corporate image are not separate entities but parts of the same communications problem.

Their relative importance in the consumer's mind depends upon the motivation in each buying situation, Mr. Lewis said.

■ In cases of little product differentiation and in the instance of "considered purchases," where the buyer "cannot afford to make a mistake," corporate image must strongly reinforce the product image, he said.

The total image must be consistent throughout all phases of customer contact, Mr. Lewis said, stressing that the media chosen, the stores handling and the personnel selling a product must all agree with the concept, determined on the basis of research on what the customer himself considers an attractive image.

The agency executive told the publishing personnel that an advertising medium can enhance its own image among advertising buyers by helping the advertiser solve his image problem.

■ Maynard L. Reuter, vp of Billboard Publishing Co., and immediate past president of CBPA, received a desk set at the luncheon in appreciation of his services. David Watson, president of Watson Publications, and chairman of the arrangements committee for the association's 75th anniversary, made the presentation. Mr. Reuter is currently a director of the association.

### Churchills Buy KXIV, Phoenix

Edward J. Churchill and his sons, Michael and Tom Churchill, have bought Camelback Broadcasting Inc., operator of KXIV, Phoenix radio station. Under the agreement, Robert B. McWilliams, president and general manager of KXIV, and Lee P. Mehlig, vp and sales consultant, will sell their interests to the Churchills. Mr. Churchill, who has lived in the Phoenix area for several years, is board chairman of Donahue & Coe, New York.

### 'Modern Milk Hauler' Bows

Dairy Editorial Services, 146 Mill St., Columbus, Wis., has begun publication of *Modern Milk Hauler*. The initial issue of the monthly (October) was sent to more than 9,000 milk haulers throughout the U. S. A one-time b&w page costs $325.

### J. M. Smucker Co. to Wyse

J. M. Smucker Co., Orville, O., marketer of a line of apple butter, jams, jellies and ice cream toppings, has appointed Wyse Advertising Agency, Cleveland, to handle its entire account.

### Flodine to Pratt & Whitney

J. Robert Flodine has been named advertising manager of Pratt & Whitney Co., West Hartford, Conn. He formerly was with Donald L. Arends Advertising, LaGrange, Ill.

### Wooster Brush Names Davis

Wooster Brush Co., Wooster, O., has named Lee Davis, formerly with Canton Art Service, Canton, advertising manager, succeeding Robert W. Hedland, who has been named merchandising and marketing manager.

### Lyon Adds 3 Accounts

David G. Lyon Inc., Westport, Conn., has added three new accounts: Hincks Bros. & Co., Bridgeport, Conn., broker; Roy Goff & Co., manufacturer of dog and cat food, and Farrell & Sons, manufacturer of pet supplies.

*"ALASKA SALES SOAR TO ALL TIME HIGH"*

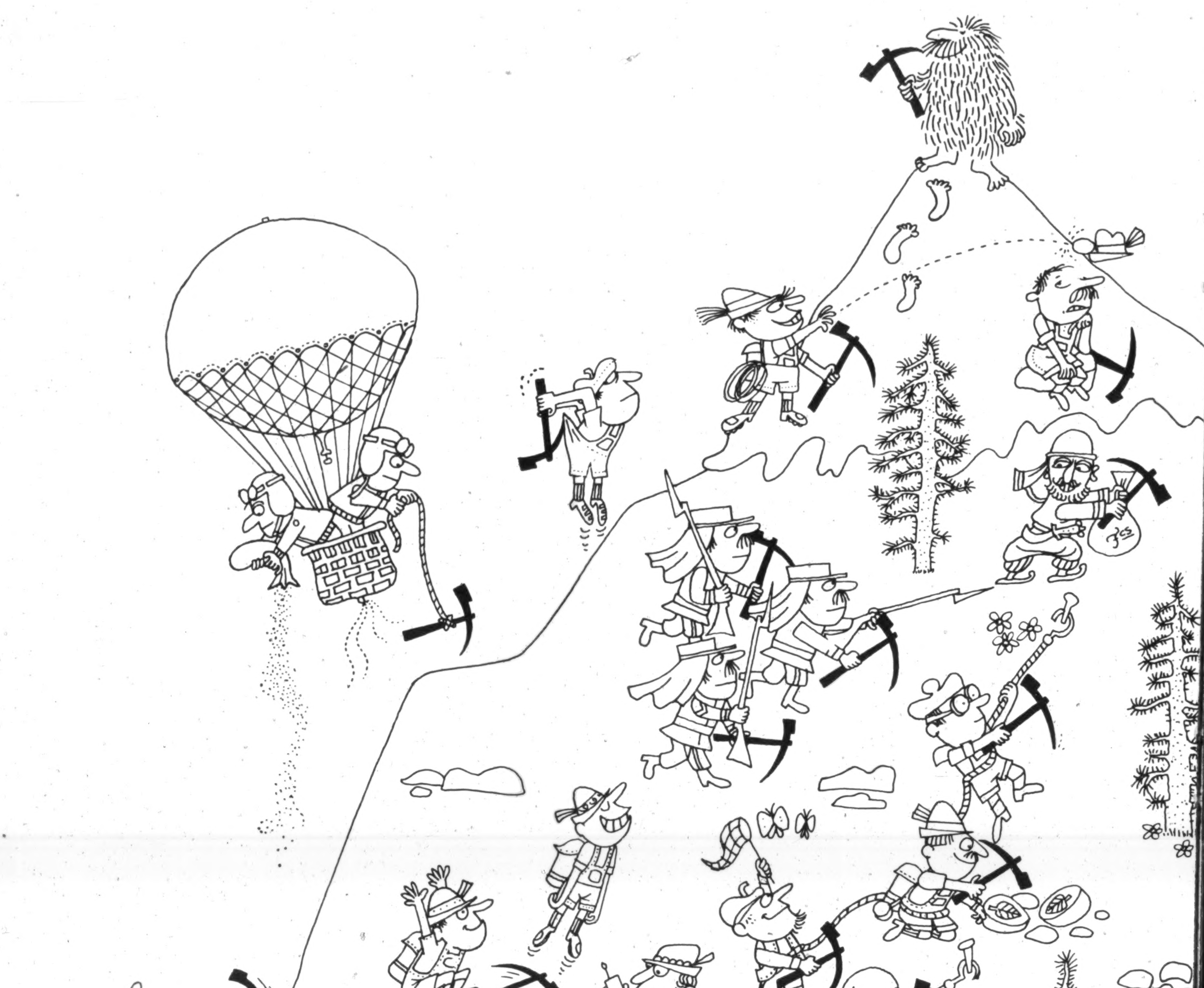
ALASKA IS IN A DAILY STATE OF BUYING . . . here are four great daily newspapers that deliver the sales in the prosperous 49th state. ANCHORAGE DAILY TIMES—THE KETCHIKAN DAILY NEWS—FAIRBANKS DAILY NEWS-MINOR—JUNEAU'S DAILY ALASKA EMPIRE.

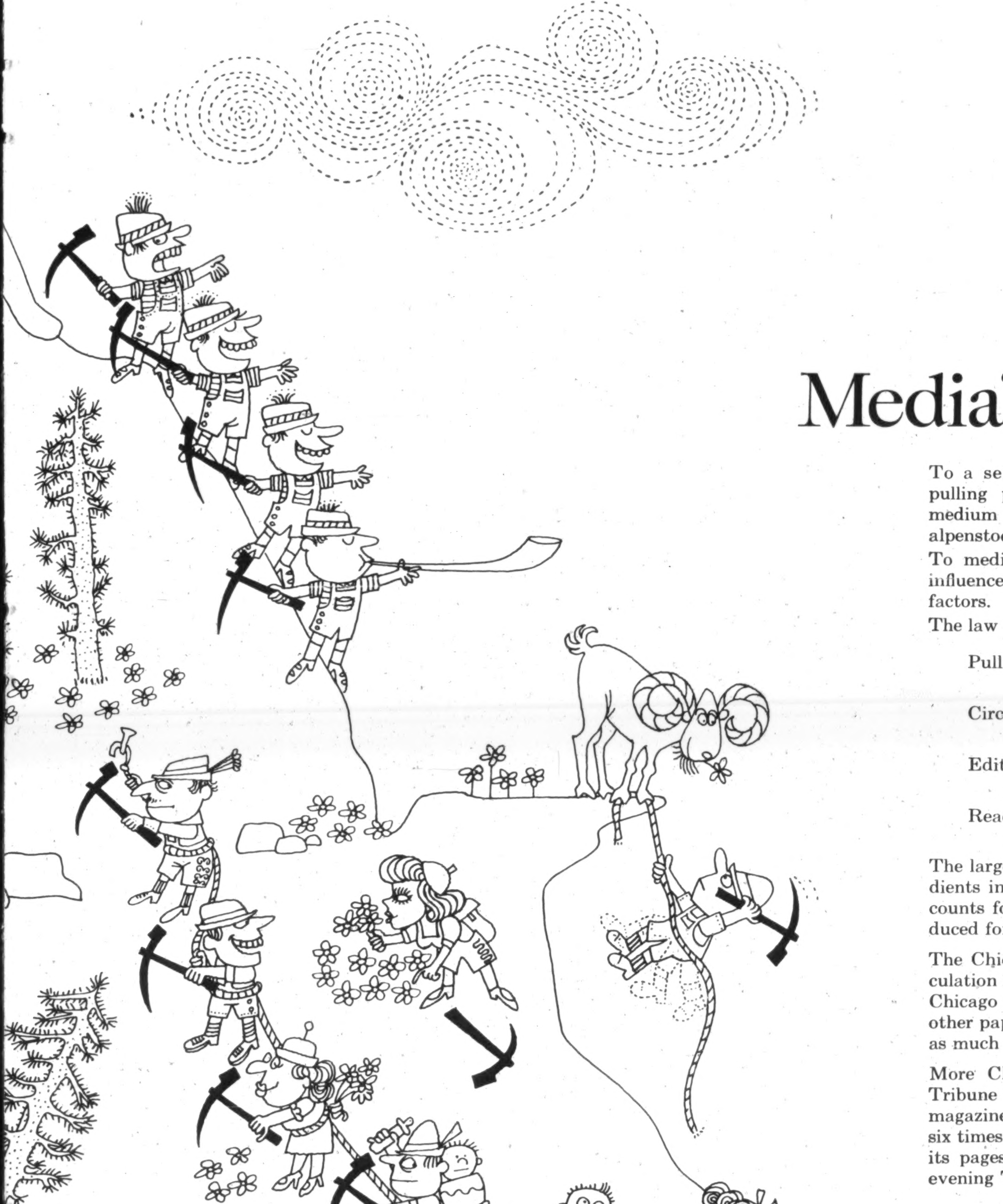
REPRESENTED BY
WEST-HOLLIDAY Co Inc
NEW YORK · CHICAGO · DETROIT · DENVER · LOS ANGELES · SAN FRANCISCO · PORTLAND · SEATTLE

No matter what your tape problems, WNBQ is better equipped to handle them than any other station in the country. This is no idle boast. WNBQ has complete ***tape to film*** facilities, more color-equipped tape recorders than any other local station in the country, and a staff of technicians and production experts second to none.

**WNBQ**

Video Recording Sales
Merchandise Mart
Chicago 11, Illinois
SUperior 7-8300





# Media's Law:

To a seller of alpenstocks, the pulling power of an advertising medium is equal to the number of alpenstocks sold.

To media men, pulling power is influenced by several interrelated factors.

The law or formula looks like this:

Pulling Power
=
Circulation Volume
×
Editorial Vitality
×
Reader Confidence

The larger measure of these ingredients in the Chicago Tribune accounts for the greater results produced for advertisers.

The Chicago Tribune, with a circulation 1½ times that of any other Chicago newspaper, out-pulls the other papers by at least 3 to 1 and as much as 15 to 1.

More Chicago families read the Tribune than the top five weekly magazines combined; more than six times as many Chicagoans turn its pages as turn on the average evening TV show!

**Chicago Tribune**

# Major Advertising Account Changes, 1st 9 Months, 1960

| ACCOUNT | TO | FROM | BILLINGS (EST.) |
|---|---|---|---|
| Abbott Laboratories (Agricultural products of the chemical division) | Brady Co. | Western Advertising Agency | 400,000-500,000 |
| Airequipt Mfg. Co. | Sudler & Hennessey | Wexton Co. | 400,000 |
| Alberto-Culver Co. | Compton Advertising | Wade Advertising | 8,000,000 |
| Alitalia | Gardner Advertising Co. | Cohen, Dowd & Aleshire | 800,000 |
| American Heritage Publishing Co. ("American Heritage" and "Horizon") | Wunderman, Ricotta & Kline | Frank Vos & Co. | 500,000 |
| American Home Products (Aero-wax, Black Flag insecticides and Sani-Flush) | Ted Bates & Co. | J. Walter Thompson Co. | 4,000,000 |
| (Aero-Shave) | Tatham-Laird | J. Walter Thompson Co. | |
| (Wizard deodorizer) | Cunningham & Walsh | J. Walter Thompson Co. | |
| (Antrol and other garden products) | Maxwell Sackheim-Franklin Bruck | J. Walter Thompson Co. | |
| American Oil Co. | D'Arcy Advertising Co.<br>(Effective Jan. 1, 1961) | Joseph Katz Co. | 6,000,000 |
| Amity Leather Products Co. | Burton G. Feldman Inc. | Gordon Best Co. | 250,000 |
| Anheuser-Busch (Regal beer and ale) | J. M. Mathes Inc. | Tally Embry Inc. | 500,000 |
| Armco Steel Co. | Marsteller, Rickard, Gebhardt & Reed | N. W. Ayer & Son | 1,000,000 |
| Armco Steel Corp. (corporate advertising, public relations, plus product advertising and public relations for Armco Drainage & Metal Products) | Marsteller, Rickard Gebhardt & Reed | N. W. Ayer & Son | 1,000,000 |
| Arnold Bakers | Allston-Smith Advertising | Kudner Agency | 750,000 |
| Automatic Transportation Co. | Aubrey, Finlay, Marley & Hodgson | Erwin Wasey, Ruthrauff & Ryan | 300,000 |
| B. T. Babbitt Inc. (all brands, Charles Antell line and An-Drue laboratories division) | Geyer, Morey, Madden & Ballard | Brown & Butcher | 2,000,000-2,500,000 |
| Bestform Foundations Inc. | Daniel & Charles | Doyle Dane Bernbach Inc. | 300,000 |
| Hazel Bishop Inc. | Raymond Spector Co. (interim) | Donahue & Coe | 2,000,000 |
| Blair Laboratories (Kerid liquid ear wax remover) | Sackheim-Franklin Bruck | Doyle Dane Bernbach Inc. | 250,000 |
| E. J. Brach & Sons | John W. Shaw Advertising<br>(Effective Oct. 31) | Tatham-Laird | 700,000 |
| Bridgeport Brass Co. (Industrial products division) | Marsteller, Rickard, Gebhardt & Reed | Hazard Advertising | 250,000 |
| Business Week | Donahue & Coe | Needham, Louis & Brorby | 350,000 |
| Calvert Distillers (Calvert Reserve) | Sullivan, Stauffer, Colwell & Bayles | Benton & Bowles | 3,500,000 |
| (Lord Calvert and Calvert Gin) | Compton Advertising | Benton & Bowles | 1,500,000 |
| Campbell Soup Co. (Swanson frozen foods) | Leo Burnett Co. | Tatham-Laird | 1,500,000-2,000,000 |
| Campbell Soup Co. Ltd. (Canadian account of heat-processed soups) | BBDO | Cockfield, Brown & Co. | 1,000,000 |
| Canadian Industries Ltd. (corporate advertising, ammunition, Fabricoid, explosives, chemicals, and plastics) | E. W. Reynolds Ltd. | Cockfield, Brown & Co. | 500,000 |
| Chattanooga Medicine Co. | Noble-Dury & Associates | Cohen & Aleshire | 400,000 |
| Chesebrough-Ponds Inc. (Pond's Angel Skin hand lotion and hand cream) | Norman, Craig & Kummel | Compton Advertising | — |
| 'Chicago Sun-Times' | Earle Ludgin & Co. | Buchen Co. | 500,000 |
| 'Chicago Daily News' | Earle Ludgin & Co. | Batten, Barton, Durstine & Osborn | |
| Chrysler Corp. (Dodge car) | BBDO | Grant Advertising | 17,000,000 |
| (Dodge truck) | BBDO | Ross Roy Inc. | 4,000,000 |
| (DeSoto and Valiant cars) | N. W. Ayer & Son | BBDO | 7,000,000 |
| Chrysler Corp. (International advertising for Dodge cars) | BBDO | H. Wm. Bernhardt | — |
| (International advertising for trucks) | BBDO | Publicontrol | — |
| (International advertising for Valiant, Plymouth, De Soto, Chrysler and Imperial) | Young & Rubicam | H. Wm. Bernhardt | — |
| (International advertising for Simca in some areas) | Young & Rubicam | James Jones of Paris & Richard N. Meltzer Advertising | — |
| Chrysler of Canada Ltd. (Dodge, De Soto and Dodge truck) | BBDO | Grant Advertising of Canada Ltd. | 2,500,000 |
| (Chrysler, Plymouth, Valiant and Fargo trucks) | Grant Advertising | Ross Roy of Canada | 1,500,000 to 2,500,000 |
| Chunky Chocolate Corp. (Chunky, Bit-O-Honey, Old Nick candy bars) | Doherty, Clifford, Steers & Shenfield Inc. | Grey Advertising Agency | 400,000 |
| Cities Service Oil Co. | Lennen & Newell | Ellington & Co. | 3,500,000 |
| Colgate-Palmolive Co. (Cashmere Bouquet soap) | Norman, Craig & Kummel | D'Arcy Advertising | 1,000,000 |
| Columbia Phonographs | Donahue & Coe | McCann-Erickson | 500,000 |
| Columbia Records (and Epic Records) | Wunderman, Ricotta & Kline | Benton & Bowles | 1,250,000 |
| Consolidated Trimming Corp. (Conso products) | Harold M. Mitchell Inc. | Norman D. Waters & Associates | 300,000 |
| Continental-Diamond Fibre Corp. | Aitkin-Kynett Co.<br>(Effecitve Jan. 1, 1961) | Erwin Wasey, Ruthrauff & Ryan | 150,000-200,000 |
| Continental Oil Co. (Regional account) | — | Benton & Bowles | 3,000,000-4,000,000 |
| Coopers Inc. | Tatham-Laird | Henri, Hurst & McDonald | 750,000 |
| Courtaulds (Alabama) Inc. | D'Arcy Advertising<br>(Effective sometime in 1961) | Mogul Williams & Saylor | 1,000,000 |
| Crush International | Edward H. Weiss & Co.<br>(Effective Nov. 1) | H. W. Kastor & Sons | 350,000 |
| Curtiss-Wright Corp. | Compton Advertising | Adams & Keyes | 500,000 |
| Drug Research Corp. | Kastor, Hilton, Chesley, Clifford & Atherton | Fletcher Richards, Calkins & Holden | 1,000,000 |
| Dunbar Laboratories (Pretty Feet, Zonitors) | Kastor, Hilton, Chesley, Clifford & Atherton | Fletcher Richards, Calkins & Holden | 300,000 |
| Duquesne Light Co. | BBDO | No previous agency | 500,000 |
| Eagle Airways (Western Hemisphere account) | Keyes, Madden & Jones | Harry W. Graff | 350,000 |
| Eastman Kodak (Kodak Retina consumer advertising in Mexico City) | Kenyon & Eckhardt | J. Walter Thompson Co. | — |
| Edison Electric Institute (Live Better Electrically program) | Compton Advertising | Fuller & Smith & Ross | 3,000,000 |
| Ekco Products Co. (corporate and housewares program) | Doyle Dane Bernbach Inc. | Dancer-Fitzgerald-Sample | 700,000 |
| Electric Autolite Co. | BBDO | Grant Advertising | 2,000,000 |
| Elgin American Inc. | Garfield-Linn & Co. | **— | 500,000 |
| Encyclopaedia Britannica | McCann-Erickson | Dancer-Fitzgerald-Sample | 1,300,000 |
| Esslinger Inc. | Wermen & Schorr | J. Cunningham Cox Agency | 400,000 |
| Fant Milling Co. | Clay Stephenson & Associates | Fitzgerald Advertising Agency | 500,000 |
| Fawcett Publications (True) | C. J. LaRoche & Co. | Brown & Butcher | 500,000 |
| (Woman's Day) | C. J. LaRoche & Co. | Doyle Dane Bernbach Inc. | |
| (True Confessions, Motion Picture, Cavalier, Mechanix Illustrated, Fawcett's Men's Group, Detective Group and "How-To" books) | C. J. LaRoche & Co. | No previous agency | |
| General Acceptance Corp. | Wesley Associates | Brown & Butcher | 1,000,000 |
| General Baking Co. (Philadelphia and Baltimore areas) | Al Paul Lefton Co. | Compton Advertising | 350,000 |
| General Dynamics Corp. (Convair division) | D'Arcy Advertising | Lennen & Newell | 1,000,000 |
| General Electric (Apparatus sales division) | George R. Nelson Inc. | G. M. Basford Co. | 1,000,000 |
| General Motors (Institutional tv billings) | McCann-Erickson | Kudner Agency | 2,500,000 |
| General Time Corp. (Stromberg Time Corp. division) | Wade, Woodward & Whitman | G. F. Sweet & Co. | 350,000 |
| General Wine & Spirits Co. (Chivas Regal scotch & Chivas Royal Salute scotch) | Young & Rubicam | Lynn Baker Inc. | 600,000 |
| Gluek Brewing Co. | John W. Forney | Colle & McVoy | 300,000 |
| Golden Point Drive-In System | Ray C. O'Keefe Advertising | M. M. Fisher Associates | 200,000 |
| House of Seagram (Hunter, Carstairs, Paul Jones and Wilson whiskies, plus General Wine & Spirits Co.'s Wolfschmidt vodka and Myers rum) | Compton Advertising | Doherty, Clifford, Steers & Shenfield | 3,000,000 |
| (Browne-Vintners Co.'s White Horse scotch except for outdoor advertising) | Compton Advertising | Doherty, Clifford, Steers & Shenfield | 1,500,000 |
| (Martel cognac) | Lawrence C. Gumbinner Advertising Agency | Doherty, Clifford, Steers & Shenfield | |
| (Fleischmann's Black & White scotch, Churchill bonded, Churchill 88, Olde Medley, Olde Heirloom and Daviess County bourbon) | Ted Bates & Co. | Compton Advertising | — |
| Hudson's Bay Co. (Alcoholic beverage account) | Leber & Katz | Cockfield, Brown & Co. | 350,000 |
| International Business Machines (Data processing division) | Marsteller, Rickard, Gebhardt & Reed | Benton & Bowles | 750,000 |
| Jackson Brewing Co. (Jax beer) | Doherty, Clifford, Steers & Shenfield | Fitzgerald Advertising | — |
| Jewel Tea Co. | Earle Ludgin & Co. | North Advertising | 250,000-500,000 |
| Jones & Laughlin Steel Corp. (corporate and product advertising) | Palmer, Codella & Associates | Ketchum, MacLeod & Grove | 1,000,000 |
| Kemper Insurance Group | Clinton E. Frank Inc. | John W. Shaw Advertising | 1,000,000 |
| Kessler-Hunter Distillers Co. (Gallagher & Burton whisky) | Warwick & Legler | Cohen, Dowd & Aleshire | — |
| Krueger Brewing Co. (Krueger's Ambassador beer, Krueger Cream ale and Krueger beer) | Ellington & Co. | Grey Advertising Agency | 400,000 |
| Landers, Frary & Clark | Grant Advertising | Goold & Tierney | Under 1,000,000 |
| Lanolin Plus Inc. (Wash 'N Curl shampoo, Wash 'N Tint, Lanolin Plus liquid skin moisturizer) | C. J. LaRoche & Co. | EWRR | 2,000,000 |
| (Rybutol vitamin product, and Color Plus nail strengthening enamel) | Daniel & Charles | EWRR | |
| Lanvin Parfums Inc. | North Advertising | Cohen, Dowd & Aleshire and Wesley Associates | 1,000,000 to 1,500,000 |
| Leather Industries of America | Daniel & Charles | W. B. Doner & Co. | 500,000 |

# Major Advertising Account Changes, 1st 9 Months, 1960

| ACCOUNT | TO | FROM | BILLINGS (EST.) |
|---|---|---|---|
| Lehn & Fink Products Corp. (Lysol disinfectant and Etiquet deodorant) | Geyer, Morey, Madden & Ballard | McCann-Erickson | 1,000,000 |
| (Stri-dex, Hinds Honey & Almond cream, Lysette and Young Look cosmetics) | Ted Bates & Co. | McCann-Erickson | |
| Lennox Industries (Consumer Advertising) | Biddle Co. | Peitscher, Janda Associates | 1,000,000 |
| Lever Bros. (Rinso soap and Rinso Blue detergent) | Sullivan, Stauffer, Colwell & Bayles | J. Walter Thompson Co. | 3,000,000 |
| (Hum liquid detergent) | J. Walter Thompson Co. | New Product | |
| Lever Bros. Ltd. (English-language tv programs) | MacLaren Advertising Co. | J. Walter Thompson and Young & Rubicam | 500,000 |
| Lever Bros. Ltd. (Good Luck margarine, Canadian account) | J. Walter Thompson | Young & Rubicam | 300,000 to 500,000 |
| Lightolier Inc. (Lamps and lighting fixtures) | Ben Sackheim Inc. | Alfred Auerbach Associates | 600,000 |
| Lovable Brassiere | Grant Advertising | Cohen, Dowd & Aleshire | 400,000 |
| Lufthansa German Airlines (U.S., Canada & Latin America advertising) | D'Arcy Advertising Co. | Charles W. Hoyt Co. | 400,000 |
| Mannings Inc. | Compton Advertising | Knollin Advertising | 500,000 |
| Mennen Co. (Speed Stick deodorant) | Tatham-Laird | Warwick & Legler | ——— |
| (Afta shave lotion, Quinsana and Athlecin, plus four new products) | Tatham-Laird<br>(Effective Dec. 1) | Grey Advertising Agency | 750,000-900,000 |
| Mobil Oil Co. (General Petroleum portion) | Compton Advertising | Stromberger, LaVene & McKenzie | 1,000,000 |
| Monarch Wine Co. (Manischewitz wines) | Grant Advertising | Lawrence C. Gumbinner Advertising | 1,241,000 |
| Motorola Inc. (Dahlberg hearing aid division) | W. A. Krause Inc. | Matson, Marquette & Soash | 250,000-300,000 |
| Music Corp. of America | Sudler & Hennessey | Gardner Advertising Co. | 300,000 |
| Niagara Therapy Corp. | Meldrum & Fewsmith | George L. Mallis Co. | 1,000,000 |
| Northrop Corp. | Doyle Dane Bernbach Inc. | EWRR | 475,000 |
| Olin Mathieson Chemical Corp. (Institutional advertising) | Doyle Dane Bernbach | D'Arcy Advertising | 3,000,000 |
| Oneida Ltd. (Sterling silver and stainless steel flatware) | BBDO | J. Walter Thompson Co. | ——— |
| Otarion Listener Corp. | McCann-Marschalk | Biddle Co. | 300,000 |
| Overlakes Corp. (Century Boat Co. & Cruis Along Boats) | W. B. Doner & Co. | Jaqua Co. | 300,000 |
| Pacific Gamble Robinson Co. | Campbell-Mithun | Knox Reeves Advertising | More than 300,000 |
| Park & Tilford (Tintex) | Grey Advertising | Mogul Williams & Saylor | ——— |
| Pearl Brewing Co. | Tracy-Locke Co. | Pitluk Advertising | 1,500,000 |
| Penick & Ford Ltd. | Grant Advertising | BBDO | 1,500,000 |
| Pepsi-Cola Co. | BBDO | Kenyon & Eckhardt | 10,000,000 |
| Pepsi-Cola Co. of Canada | BBDO | Kenyon & Eckhardt | 1,500,000 |
| Pfaff International Corp. | Don Kemper Co. | Dancer-Fitzgerald-Sample | 500,000 |
| Pharma-Craft Co. (Coldene cold medicines and new product) | Papert, Koenig, Lois Inc. | J. Walter Thompson Co. | 1,000,000 |
| (Fresh deodorant, Ting athlete foot preparation) | Daniel & Charles | Cohen, Dowd & Aleshire | 1,300,000 |
| Pierce's Proprietaries | Kastor, Hilton, Chesley, Clifford & Atherton | Mogul Williams & Saylor | 250,000 |
| Procter & Gamble Co. of Canada (Camay toilet soap) | Leo Burnett Co. of Canada Ltd. | F. H. Hayhurst Co. Ltd. | 250,000 |
| Puritron Corp. (Puritron air purifier) | Doyle Dane Bernbach Inc. | Maxwell Sackheim Inc. | 500,000 |
| Raytheon Mfg. Co. (Industrial Components div.) | Fuller & Smith & Ross | Walter B. Snow & Staff | 1,000,000 |
| (corporate and product advertising, Industrial Components div.) | Fuller & Smith & Ross | Donahue & Coe | |
| (recruitment advertising, Industrial Components div.) | Fuller & Smith & Ross | Donahue & Coe<br>James Thomas Chirurg Co.<br>Hoag & Provandie | |
| Reddi-Wip Corp. (Reddi-Wip, U.S.) | Kenyon & Eckhardt | North Advertising | 500,000 |
| Remington Rand International (portable typewriters, office machines) | Doyle Dane Bernbach | Robert Otto & Co. | 1,000,000 |
| Remington Rand (Systems division) | Guild, Bascom & Bonfigli | Gardner Advertising | 500,000 |
| Remington Rand (Univac) | Fuller & Smith & Ross | Gardner Advertising | 750,000 to 1,000,000 |
| (Portable typewriter) | Compton Advertising | Gardner Advertising | 2,000,000 |
| Revlon Inc. (Love Pat, Moon Drops, Ultima cream & make-up, Sun Bath) | Grey Advertising Agency | C. J. LaRoche & Co. | 4,500,000 |
| (Top Brass, Hi & Dri) | Grey Advertising Agency | Mogul Williams & Saylor | |
| (Intimate fragrance, Baby Silicare) | Warwick & Legler | C. J. LaRoche & Co. | 1,000,000 |
| (Aquamarine fragrance, Satin Set) | Warwick & Legler | Mogul Williams & Saylor | |
| Rival Packing Co. | Needham, Louis & Brorby | Guild, Bascom & Bonfigli | 1,250,000 |
| Ronson Corp. (Shavers and appliances) | Norman, Craig & Kummel* | Grey Advertising Agency | ——— |
| Rothmans of Pall Mall Canada Ltd. (Rock City Sales Ltd., Sportsman and Craven A cigarets) | F. H. Hayhurst Co. Ltd. | MacManus, John & Adams | 150,000 to 500,000 |
| Roulette Records | Kastor, Hilton, Chesley, Clifford & Atherton | Mitchell Morrison Co. | 500,000 |
| Royal Metal Mfg. Co. (trade and national consumer advertising for office, hospital, beauty, institutional, restaurant and industrial equipment) | Anderson & Cairns | William Hart Adler Inc. | 250,000 |
| Royal Metal Mfg. (metal products, office filing equipment) | Anderson & Cairns | Lando Advertising | ——— |
| Ruberoid Co. | Kastor, Hilton, Chesley, Clifford & Atherton<br>(Effective Jan., 1961) | Fuller & Smith & Ross | ——— |
| Helena Rubinstein Inc. (Skin Dew, Deep Cleanser, Nudit face cream & Roll-Dry and all treatment items and deodorants) | L. W. Frohlich & Co. | Ogilvy, Benson & Mather | 1,000,000 |
| (Tree of Life line) | L. W. Frohlich & Co. | Hockaday Associates | |
| Salada-Shirriff-Horsey (Potato Plus, Junket Quick Fudge mix and new product) | Doyle Dane Bernbach Inc. | H. W. Warren Associates | ——— |
| San Giorgio Macaroni Inc. | W. B. Doner & Co. | Arndt, Preston, Chapin, Lamb & Keen | 600,000 |
| Schenley Industries (Roma wines) | Doyle Dane Bernbach Inc. | Norman, Craig & Kummel | ——— |
| Jos. Schlitz Brewing Co. (Export Advertising account) | Gotham-Vladimir Advertising | J. Walter Thompson Co. | 500,000 |
| (Old Milwaukee beer) | Gordon Best Co. | Grant Advertising | 1,500,000 |
| Joseph E. Seagram & Sons (Kessler whisky) | Warwick & Legler | Young & Rubicam | 1,000,000 |
| (Carstairs and Myers rum) | Compton Advertising | Doherty, Clifford, Steers & Shenfield | 1,000,000 |
| (Gallagher & Burton whisky) | Warwick & Legler | Cohen, Dowd & Aleshire | ——— |
| Seeburg Corp. | Keyes, Madden & Jones<br>(Effective Nov. 1) | Buchen Co. | 300,000-400,000 |
| Seeman Bros. (White Rose tea) | Al Paul Lefton Co. | Anderson & Cairns | 400,000 |
| Shell Oil Co. (Except institutional and chemical accounts) | Ogilvy, Benson & Mather<br>(Effective Dec. 1) | J. Walter Thompson Co. | 11,000,000 |
| Shell Oil Co. of Canada Ltd. (Product advertising) | Ogilvy, Benson & Mather<br>(Effective Jan. 1) | J. Walter Thompson Co. | 1,500,000 |
| Sherwin-Williams Co. | Griswold-Eshleman Co. | Fuller & Smith & Ross | 1,500,000 |
| Simoniz Co. (consumer products) | Dancer-Fitzgerald-Sample | Young & Rubicam | 5,000,000 |
| A. O. Smith Corp. (Permaglass division and Harvestore farm equipment division) | Grant Advertising | Cramer-Krasselt Co. | 1,500,000 |
| Sofskin Inc. | Kastor, Hilton, Chesley, Clifford & Atherton | Fletcher Richards, Calkins & Holden | 500,000 |
| Springs Mills (Springmaid sheets) | Altman-Stoller Advertising | Lennen & Newell | 400,000 to 500,000 |
| Sterling Forest Corp. (Sterling Forest Gardens & Sterling Forest Peat) | Wexton Co. | J. C. Bull Inc. | 250,000 |
| Sunkist Growers (Fresh lemons, U.S. account) | Leo Burnett Co.<br>(Effective Nov. 1) | Foote, Cone & Belding | 1,330,000 |
| Sunkist Growers (Canadian fresh fruit advertising) | Leo Burnett Co.<br>(Effective Nov. 1) | Spitzer & Mills | 160,000 |
| S&W Fine Foods | Doyle Dane Bernbach Inc. | Honig-Cooper & Harrington | 500,000 |
| Swift & Co. (Canned meats) | Dancer-Fitzgerald-Sample | McCann-Erickson | 250,000 |
| Thomas Products Corp. Ltd. (Revlon products, Canadian account, except Top Brass) | MacLaren Advertising | Stanfield, Johnson & Hill | 500,000 |
| Toni Co. (Prom permanent and White Rain shampoo) | Clinton E. Frank Inc. | Tatham-Laird | 1,800,000 to 2,000,000 |
| Toni Co. (Deep Magic & test product) | Wade Advertising | North Advertising | 1,000,000 |
| (Pink Pamper shampoo) | North Advertising | Clinton E. Frank Inc. | 750,000 |
| Trans World Airlines (int'l acct.) | Foote, Cone & Belding | Dolan, Ducker, Whitcombe & Stewart | 850,000 |
| Underwood Corp. | Geyer, Morey, Madden & Ballard | J. M. Mathes | 500,000 |
| Union Oil Co. of Cal. (broadcast account) | Young & Rubicam | Erwin Wasey, Ruthrauff & Ryan | 3,000,000 |
| Vick Chemical Co. (Vicks cold tablets) | Sullivan, Stauffer, Colwell & Bayles | Ogilvy, Benson & Mather | 1,000,000 |
| Volvo Import (Marine division) | Don Kemper & Co. | Chirurg & Cairns | 350,000 |
| Wade, Wenger & Associates | Biddle Co. | Warren Wetherell & Associates | 350,000 |
| Wallace Laboratories (Soma muscle relaxant) | Leo Burnett Co. | Robert E. Wilson Inc. | ——— |
| (New Product) | Ted Gotthelf & Associates | ——— | ——— |
| Warner Bros. Co. (Bra' girdle and corselet account) | Doyle Dane Bernbach | C. J. LaRoche & Co. | 1,000,000 |
| Warner-Lambert Pharmaceutical Co. (Bromo-Seltzer) | BBDO | Warwick & Legler | 2,500,000 |
| Warner-Lambert Canada Ltd. (Listerine and Standard Laboratories, including Super Anahist) | Breithaupt Milson | F. H. Hayhurst & Co. | 250,000 |
| (Bromo Seltzer) | McKim Advertising | F. H. Hayhurst & Co. | 250,000 |
| Webcor Inc. | North Advertising | John W. Shaw Advertising | 300,000 |
| Western Pine Assn. | ——— | N. W. Ayer | 300,000 |
| Wilson & Co. (meat advertising) | Campbell-Mithun | Kenyon & Eckhardt | 1,500,000 |
| Wilson Sporting Goods Co. | Campbell-Mithun<br>(Effective Nov. 1) | Roche, Rickerd & Cleary | 800,000 |
| Wool Bureau | Hockaday Associates | J. Walter Thompson Co. | 750,000 |

*This is on an interim basis until Dec. 31.

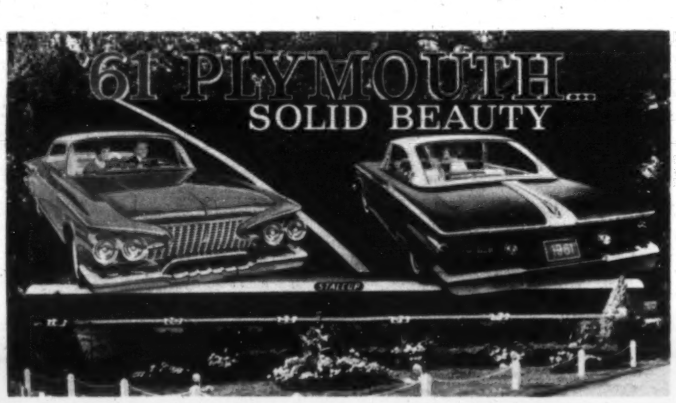
**Elgin-American had been without an agency for two years prior to naming Garfield-Linn. Before that time, Keyes, Madden & Jones handled the account.

# PHOTOGRAPHIC REVIEW

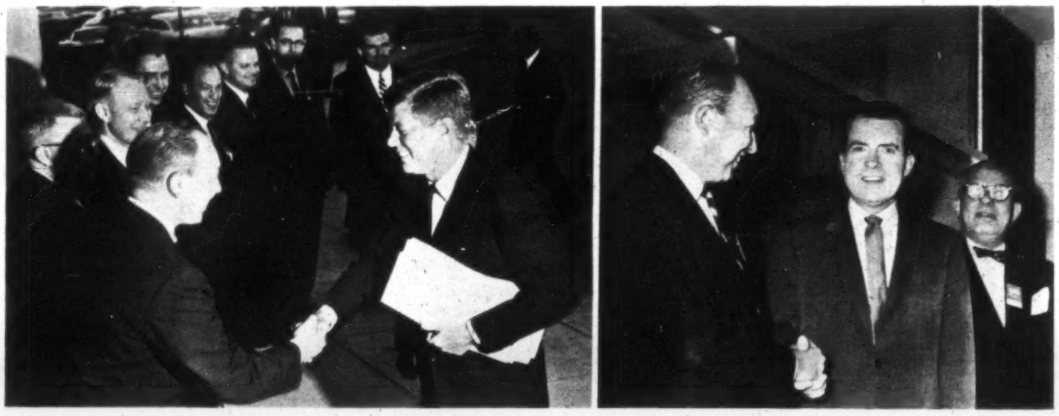
Hewitt Kemp Huntley Battey Cummings Bankart

**ENGLAND-BOUND**—*At a bon voyage party at Compton Advertising, Jane Huntley, secretary to President Barton A. Cummings, talks over her new post in London with Anderson Hewitt, senior vp; Frank Kemp, vp and media director; Edward Battey, vp and director of research; Mr. Cummings, and Reginald Bankart, vp and management representative for Procter & Gamble food products.*

**MUSICAL CLIENT**—*To mark a long client-agency relationship, John D. Upton (right), vp in charge of the New York office of N. W. Ayer & Son, presents a commemorative goblet to Henry Z. Steinway, president of Steinway & Sons, New York piano maker. Steinway has been an Ayer client since 1900. Similar goblets were presented to John H. Steinway, ad manager; Frederick Steinway, concert and artists manager; and Roman de Majewski, wholesale sales manager.*



**SOLID**—*Chrysler is promoting its Plymouth line in metropolitan Kansas City with 211 spectacular bulletins and posters. Headlights and tail lights on the spectaculars go on and off.*



**SECOND ROUND**—*The Presidential candidates were greeted by network brass as they arrived in Washington for their second great tv-radio debate. In line waiting for Sen. Kennedy were (counter clockwise) NBC's Robert Sarnoff and Robert Kintner; CBS' Frank Stanton and James Aubrey Jr.; ABC's Leonard Goldenson and Oliver Treyz; and Mutual's Joseph Keating and Steven McCormick. The photographer caught Vice-President Nixon with NBC's two representatives.*

Nolan Nygren Ellis Porter Calabrese Whitehill Rohrabaugh Quinn Hook Rosenblueth Knapp

**KUDNER CAPER**—*C. M. Rohrabaugh and Charles R. Hook Jr. collaborate in a cake cutting operation at party given by Kudner Agency on its 25th anniversary. Looking on are nine employes who have been with the New York agency since its founding. They are Frank Nolan, Chet Nygren, Margaret Inman Ellis, Florence Porter, Joseph Calabrese, Emily Whitehill, Mary Doyle Quinn, Dick Rosenblueth and Ruth Knapp. Miss Knapp was winner of a portable tv set, the top door prize offered at the celebration.*

1961 SEATTLE NATIONAL BOAT EXPOSITION
NOV.
Fri. 25th
thru
DEC.
Sun. 4th

**SEEWORTHY**—*Pretty Tonya Shreeve announces the coming of Seattle's 1961 National Boat Exposition Nov. 25-Dec. 4.*

Of the top ten markets in the U.S., nine are cities but one is a state! Iowa, with a population of 2,747,300 ranks after New York, Chicago, Philadelphia, Detroit, Los Angeles and Boston. The unique circulation of the Des Moines Register and Tribune puts Iowa in the top ten — it reaches nearly 70% of the whole state!

### Rent-A-Car Names Gourfain

Rent-A-Car Services Corp., Chicago, a new company and owner of the trademark, Budget-Rent-A-Car, has appointed Gourfain-Loeff, Chicago, as its agency. The company last week launched an ad push in the *Wall Street Journal*, with other advertising slated later in newspapers, magazines, business publications and outdoor.

SWINGLES.*
CUSTOM MADE
ONLY $68
U.S. only

the JINGLE MILL

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call.

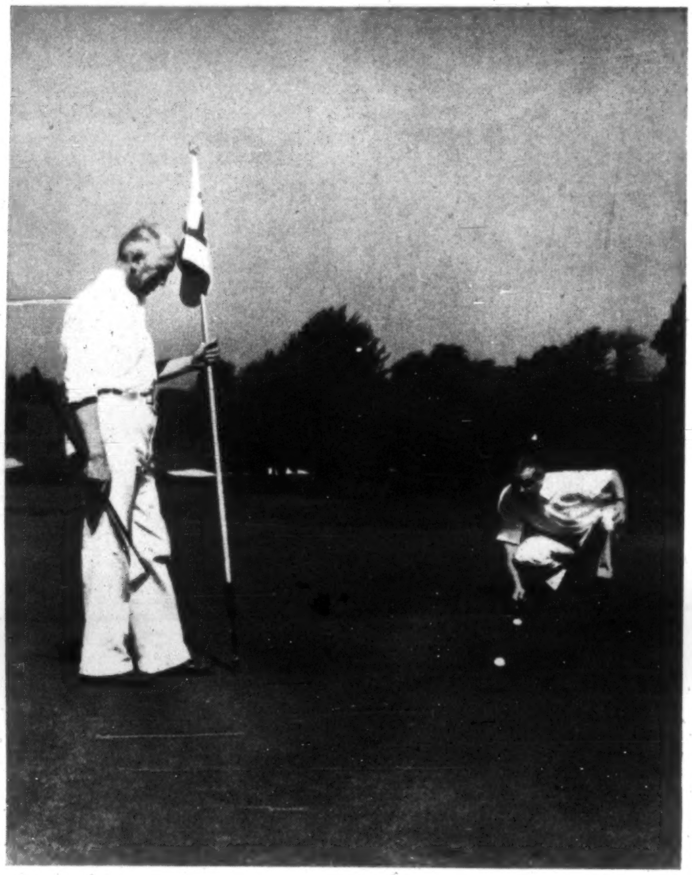
THE JINGLE MILL
143 W. 51st St., N.Y. 19, N.Y. • PLaza 7-5730

### Young Joins Brunswick Boats

Sumner S. Young has been named advertising and market planning manager of Brunswick Boats, Little Falls, Minn., a new division of Brunswick Corp. He formerly was account group head of Pidgeon Savage Lewis Inc., Minneapolis.

### 'Progressive Farmer' Progresses

*Progressive Farmer* will now accept three-quarter page, junior page and half-page advertisements in all 27 of its regional and state editions, according to Oscar M. Dugger, director of advertising.



You've got to be good
to play this one!

In business too—advertising production in particular—there come times when unusually complicated art copy poses reproduction problems that seem to have you stymied. It is then that astute production men take comfort in knowing they have established connections with a photo-engraver of proved ingenuity, technical know-how and skilled craftsmanship. . . . It's a matter of record that many such executives have been ROGERS customers for more than three decades.

ROGERS
engraving company
2001 calumet avenue • chicago 16

master-craftsmen of photo-engraving

## Nielsen Network TV

### Two Weeks Ending Sept. 18, 1960

*Copyright by A. C. Nielsen Co.*

### Nielsen Total Audience*

TOTAL HOMES REACHED

| Rank | Program | Homes (000) |
|---|---|---|
| 1 | Miss America Pageant (Toni, Oldsmobile, Philco, CBS) | 21,832 |
| 2 | Gunsmoke (Liggett & Myers, Sperry Rand, CBS) | 17,402 |
| 3 | Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC) | 15,187 |
| 4 | Have Gun, Will Travel (Lever Bros., Whitehall, CBS) | 14,645 |
| 5 | 77 Sunset Strip (American Chicle, Harold F. Ritchie, R. J. Reynolds, ABC) | 13,470 |
| 6 | Checkmate (B&W, Lever Bros., Kimberly Clark, CBS) | 13,470 |
| 7 | Ed Sullivan Show (Colgate Palmolive, Eastman Kodak, CBS) | 13,424 |
| 8 | Perry Mason Show (Colgate Palmolive, Parliament, Sterling, CBS) | 11,888 |
| 9 | Price Is Right—8:30 p.m. (Lever Bros., Speidel, NBC) | 11,707 |
| 10 | I've Got a Secret (R. J. Reynolds, Bristol-Myers, CBS) | 11,662 |

PER CENT OF TV HOMES REACHED†

| Rank | Program | Homes (%) |
|---|---|---|
| 1 | Miss America Pageant (Toni, Oldsmobile, Philco, CBS) | 48.3 |
| 2 | Gunsmoke (Liggett & Myers, Sperry Rand, CBS) | 38.5 |
| 3 | Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC) | 33.6 |
| 4 | Have Gun, Will Travel (Lever Bros., Whitehall, CBS) | 32.4 |
| 5 | 77 Sunset Strip (American Chicle, Harold F. Ritchie, R. J. Reynolds, ABC) | 29.8 |
| 6 | Checkmate (B&W, Lever Bros., Kimberly Clark, CBS) | 29.8 |
| 7 | Ed Sullivan Show (Colgate Palmolive, Eastman Kodak, CBS) | 29.7 |
| 8 | Perry Mason Show (Colgate Palmolive, Parliament, Sterling, CBS) | 26.3 |
| 9 | Price Is Right—8:30 p.m. (Lever Bros., Speidel, NBC) | 25.9 |
| 10 | I've Got a Secret (R. J. Reynolds, Bristol-Myers, CBS) | 25.8 |

### Nielsen Average Audience**

TOTAL HOMES REACHED

| Rank | Program | Homes (000) |
|---|---|---|
| 1 | Miss America Pageant (Toni, Oldsmobile, Philco, CBS) | 17,040 |
| 2 | Gunsmoke (Liggett & Myers, Sperry Rand, CBS) | 16,453 |
| 3 | Have Gun, Will Travel (Lever Bros., Whitehall, CBS) | 13,470 |
| 4 | Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC) | 11,526 |
| 5 | 77 Sunset Strip (American Chicle, Harold F. Ritchie, R. J. Reynolds, ABC) | 11,345 |
| 6 | Price Is Right—8:30 p.m. (Lever Bros., Speidel, NBC) | 10,577 |
| 7 | Checkmate (B&W, Lever Bros., Kimberly Clark, CBS) | 10,441 |
| 8 | I've Got a Secret (R. J. Reynolds, Bristol-Myers, CBS) | 10,215 |
| 9 | What's My Line (Kellogg, Sunbeam, CBS) | 9,899 |
| 10 | Ed Sullivan Show (Colgate Palmolive, Eastman Kodak, CBS) | 9,808 |

PER CENT OF TV HOMES REACHED†

| Rank | Program | Homes (%) |
|---|---|---|
| 1 | Miss America Pageant (Toni, Oldsmobile, Philco, CBS) | 37.7 |
| 2 | Gunsmoke (Liggett & Myers, Sperry Rand, CBS) | 36.4 |
| 3 | Have Gun, Will Travel (Lever Bros., Whitehall, CBS) | 29.8 |
| 4 | Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC) | 25.5 |
| 5 | 77 Sunset Strip (American Chicle, Harold F. Ritchie, R. J. Reynolds, ABC) | 25.1 |
| 6 | Price Is Right—8:30 p.m. (Lever Bros., Speidel, NBC) | 23.4 |
| 7 | Checkmate (Brown & Williamson, Lever, Kimberly Clark, CBS) | 23.1 |
| 8 | I've Got a Secret (R. J. Reynolds, Bristol-Myers, CBS) | 22.6 |
| 9 | What's My Line (Kellogg, Sunbeam, CBS) | 21.9 |
| 10 | Ed Sullivan Show (Colgate Palmolive, Eastman Kodak, CBS) | 21.7 |

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

**Homes reached during the average minute of the program.

† Percented ratings are based on tv homes within reach of station facilities used by each program.

### Armour Offers New Service

Armour & Co., Chicago, has initiated a new service to provide retail food stores with a selection of 20 photographs of prepared meat dishes for use in newspaper advertising.

### Raab Joins AP Parts as A.M.

Robert G. Raab has been named advertising manager of AP Parts Corp., Toledo. He formerly was advertising and sales promotion manager of American-Lincoln Corp.

HOT
CORNED BEEF
SANDWICHES
AT HOME
IN ONE MINUTE
Sliced Cooked
CORNED BEEF
VIENNA

IN THE BAG—*Vienna Sausage Mfg. Co., Chicago, promotes its corned beef in a "quick-heat-up" plastic bag in this color page in the Oct. 13 Chicago Tribune. H. M. Gross Co., Chicago, is the agency.*

## Little Duplication Is Found in Study by Three Outdoor Books

NEW YORK, Oct. 11—Three outdoor magazines have come up with a joint study which indicates that more than 92% of their subscription lists are unduplicated.

The study, conducted by Richard Manville Research and jointly financed by *Field & Stream*, *Outdoor Life* and *Sports Afield*, indicates that 92.4% of total subscribers receive only one of the three magazines; 8.8% get two of the three books, and fewer than 1% subscribe to all three. Total circulation of the magazines is 3,352,381.

Results were obtained by sampling each magazine's subscriber list and then matching the sample with complete subscriber lists of the three books. Results were then projected to obtain the figures on duplication. #

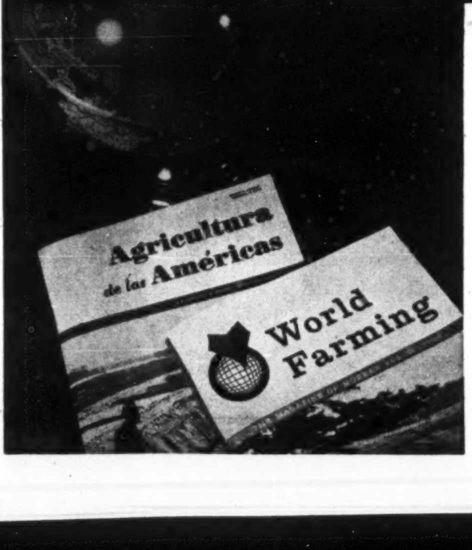
### Color TV Nixed in Canada

The Board of Broadcast Governors has affirmed its policy not to license color transmission in Canada. The board also voted not to interfere with the operation of a Victoria, B.C., television outlet, which is accused of trying to raid the greater Vancouver market.

### Rich-Lee Opens Branch

Ramon P. Steinberg has been named to head the new Baltimore branch office of Rich-Lee Advertising, New York. It is located in the Equitable Bldg. Mr. Steinberg formerly was with Azrael Advertising Co., Baltimore.

WANT TO SELL FARMERS OVERSEAS?

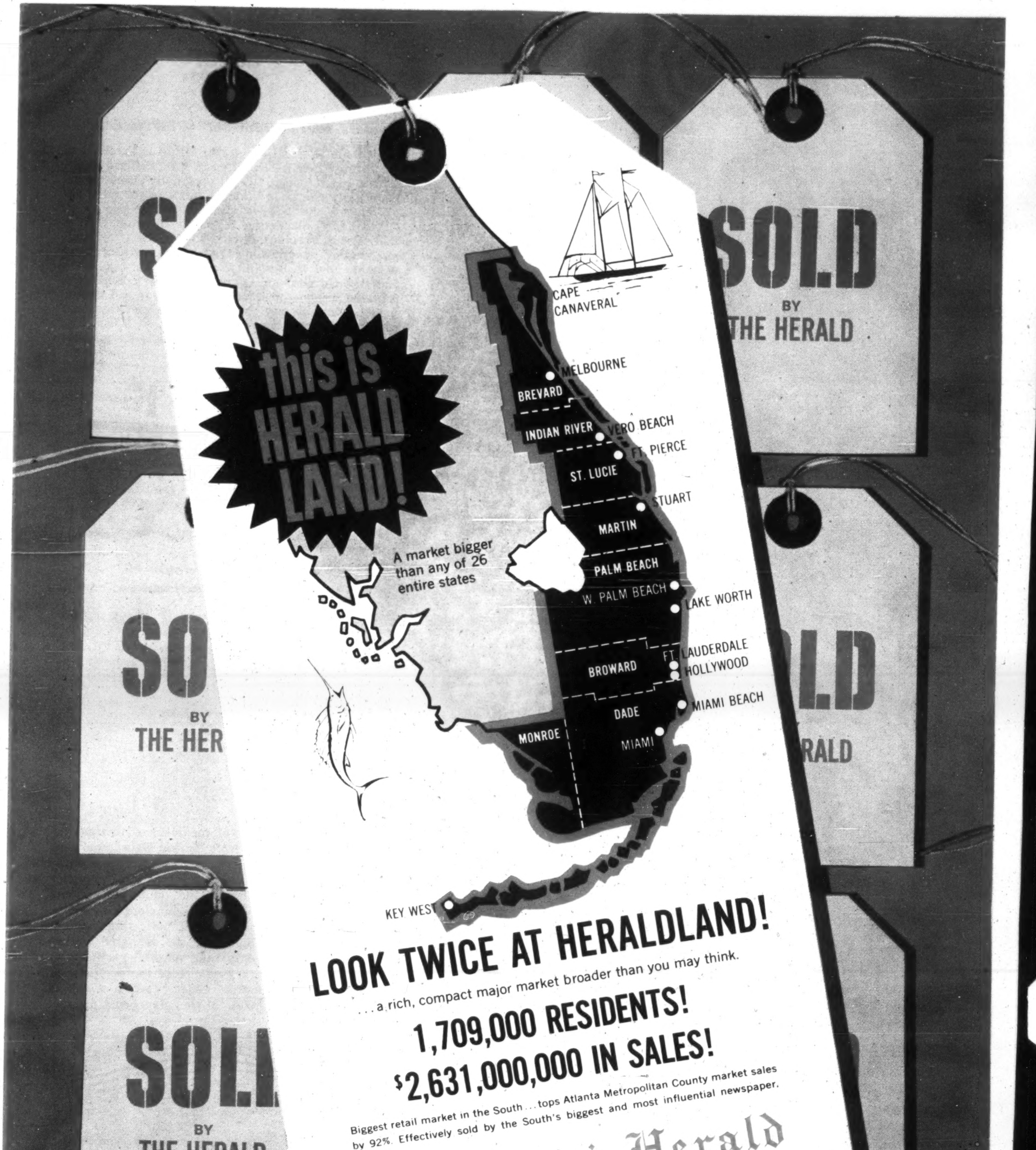


Your farm market can be as wide and prosperous as the world! Now, many manufacturers of farm-use products enjoy a brisk export business. They depend upon two unique international magazines to reach leading ranchers, planters and commercial farmers. They use **Agricultura de las Américas** for its leading audited farm market coverage of Mexico, Central and South America.

To generate sales in Africa, Asia, the Middle East and Oceania, the media choice is **World Farming**, also the leader in its field. Write today for informative Market and Media Folder.

AGRICULTURA de las AMERICAS | WORLD FARMING

1014 WYANDOTTE ST., KANSAS CITY 5, MO.


SOLD
BY
THE HERALD
this is HERALD LAND!
A market bigger than any of 26 entire states
CAPE CANAVERAL
MELBOURNE
BREVARD
INDIAN RIVER
VERO BEACH
FT. PIERCE
ST. LUCIE
STUART
MARTIN
PALM BEACH
W. PALM BEACH
LAKE WORTH
BROWARD
FT. LAUDERDALE
HOLLYWOOD
MIAMI BEACH
DADE
MIAMI
MONROE
KEY WEST

# LOOK TWICE AT HERALDLAND!

. . . a rich, compact major market broader than you may think.

## 1,709,000 RESIDENTS!

## $2,631,000,000 IN SALES!

Biggest retail market in the South . . . tops Atlanta Metropolitan County market sales by 92%. Effectively sold by the South's biggest and most influential newspaper.

**The Miami Herald**

STORY, BROOKS & FINLEY, INC., NATIONAL REPRESENTATIVES

# AGE for action

## editorial action

***To meet an increasing demand***

It was back in 1948 that the editors of Ad Age first decided to publish a reference source of all current, available media-issued market data. Realizing that media spent millions of dollars each year for market research and that the distribution of this material among advertisers and agencies was often inadequate, AA's editors felt that a Market Data Issue would be a distinct service for their readers.

The first issue in 1948 contained 500 available market data items. In 1960, a record 1,800 pieces of market data were listed. In addition to digesting and cataloging current media-issued market data, the issue features over-all market analyses, interpretations and trends. And, coupons are scattered throughout the data section to facilitate routing requests through AA's reader service department. Time limit for servicing replies is limited to 12 weeks following dateline of issue.

*Let's see what the action and reaction was from the publication date of April 18, 1960 to July 15.*

## reader action

***Readers say: "important"—"invaluable!"***

"This issue is a real service to all of us involved in marketing." PAUL BRICKMAN, V.P., Fuller & Smith & Ross, Inc., Chicago, Ill.—"I personally check all the material in the issue which I think might have application to our present and prospective products." J. GRIFFIN, Marketing Research Director, Gerber Baby Foods, Fremont, Mich.—"Advertising Age's annual market issue has always been a very useful and valuable tool to me." C. D. PEEBLER, JR., V. P. Bozell & Jacobs, Inc., Omaha, Neb.—"I hope you continue to have an issue of this nature so I can be made aware of any market data which does not come through our normal sources." R. M. KIRK, JR., Sales Manager, Lehn & Fink Products Corp., New York, N.Y.

Advertising Age

Market Data Section

THE NATIONAL NEWSPAPER OF MARKETING

For Easy Reference . . .

13th Annual List of New Market Data Presented

Here's How to Use It—1,800 Published Pieces Described, Classified

Index to Market Data Pages

Arno Johnson Declares . . .

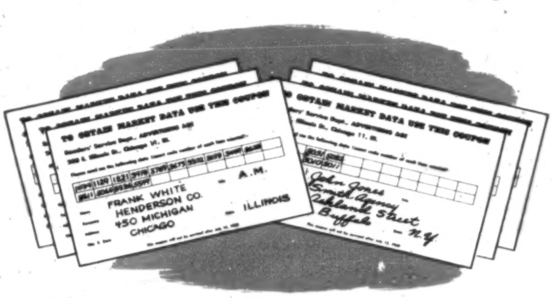
Advertising, Better Monetary Policy Can Reverse '60 Slowdown

**AD AGE—every week—is the AGE for Action.**

## reader reaction

***A record response***

92,495 individual copies of media-issued market information cataloged in AA's Market Data Issue were requested by readers between the April 18 publication date and the deadline for servicing of inquiries of July 15. The number of individual respondents totaled 3,303. Requests received per item (1800 were cataloged) varied from 1 to 593, indicating that the readers studied the digests of the available market data and requested only that material pertinent to their interests. Here is evidence of thoroughness of readership and proof of reader reaction which is unmatched in the annals of the advertising press.



*AA's effectiveness is not limited to one issue but enjoys action and reaction 52 times (issues) a year.*

# circulation **action**

### ***First in agency coverage***

Ad Age keeps growing in advertising agency circulation. In 1945, AA had 3,216 in its agency count. In the fifteen years to follow, AA was able to attract an astounding number of new readers to boost its agency circulation total to a whopping 15,507 as of June 30, 1960—more than all other advertising/marketing publications combined!

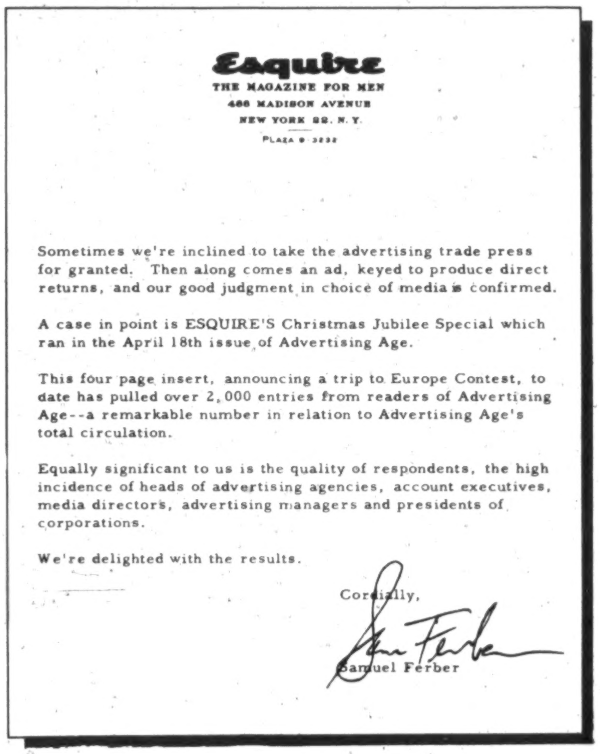
Important, too, is Ad Age's concentration where there is buying power. Among the top 80 U.S. agencies each billing 10 million dollars a year or more in 1959, AA was delivered to 6,752 agency people. This was an average of 84.4 copies per agency.

*Ad Age is important to important people, on the advertiser — as well as the agency — side for today AA's total circulation stands at an all-time high of 49,928 — the largest circulation of any advertising/marketing journal.*

# ad **action**

### ***2000 Coupons!***

Getting results from advertising is one thing. But getting response from top echelon people in both industry and advertising agencies delights advertisers and their advertising managers. It did at Esquire magazine.



**Esquire**
THE MAGAZINE FOR MEN
488 MADISON AVENUE
NEW YORK 22, N. Y.
PLAZA 9-3232

Sometimes we're inclined to take the advertising trade press for granted. Then along comes an ad, keyed to produce direct returns, and our good judgment in choice of media is confirmed.

A case in point is ESQUIRE'S Christmas Jubilee Special which ran in the April 18th issue of Advertising Age.

This four page insert, announcing a trip to Europe Contest, to date has pulled over 2,000 entries from readers of Advertising Age--a remarkable number in relation to Advertising Age's total circulation.

Equally significant to us is the quality of respondents, the high incidence of heads of advertising agencies, account executives, media directors, advertising managers and presidents of corporations.

We're delighted with the results.

Cordially,

Sam Ferber

Samuel Ferber

*Because Ad Age's unique editorial action produces reader action, it follows then that it is the one medium which gives your promotion an added value — reader thoroughness — for ads as well as editorial material.*

# advertiser **reaction**

### ***The dominant medium***

AA's consistent growth in advertising linage stems from its amazing editorial strength. Because AA is skillfully edited to meet the ever-changing needs of advertising/marketing men at the decision-making level, it has for years been first on their required reading list.

Thus, major media, intent on influencing the men who decide where the advertising dollar will be spent, use Ad Age to promote their markets and media. They know they will be reaching executives responsible for buying action.

How well major media believe in AA's unique power as the dominant medium of the advertising/marketing press is reflected by the following tabulation:

**Among major media classifications, Advertising Age carried the greatest percentage of the total linage in this four* publication field for the first six months of 1960†**

| Media Classification | Total Linage In Four* Publications | Ad Age Linage | Ad Age % of Total |
|---|---|---|---|
| **NEWSPAPERS & SUPPLEMENTS** | **806,610** | **574,308** | **71.20** |
| **MAGAZINES** | **764,288** | **520,422** | **68.09** |
| **BUSINESS PUBLICATIONS** | **403,508** | **269,290** | **66.74** |
| **RADIO-TV** | **372,708** | **279,552** | **75.01** |
| **FARM PUBLICATIONS** | **61,894** | **44,884** | **72.52** |
| **OUTDOOR** | **34,104** | **20,188** | **59.20** |

*†Sources API—Statistical Tabulating Corp.*
**Ad Age, Printer's Ink, Sales Management, Media/scope.*

*Yes, Ad Age is the dominant and preferred medium for major media as well as other classifications. AA's total linage for all classifications for the first six months of 1960 (January to June inclusive) was a record 1,963,374 as compared to 1,833,006 for the same period in 1959.*

Advertising Age
FCC to War on Co-op Abuses, Kintner Warns
Helena Curtis Drops Best Shop, Screens Agencies
Kerr Rider Weakens Outdoor Ad Rule by U.S.
Manischewitz Hikes Budget 25% for Fall Drive

## **important** to **important** people

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

# Glutted Market Perils New Car Sales: Williams

WASHINGTON, Oct. 11—A glut of 600,000 1960 cars is going to make it difficult for dealers to introduce new 1961 models, Birkett L. Williams, president of the National Automobile Dealers Assn., predicted here last week.

Speaking to a meeting of the Automotive Trade Assn. of the national capital area, Mr. Williams said the overflow of unsold 1960 cars is due to overproduction based on too optimistic estimates of how many vehicles the public would buy.

"It looks like we're all going to lose some money this year," he said.

Mr. Williams, a Cleveland Ford dealer, explained that the overproduction has forced dealers to sell the 1960 cars "at distress prices" to clear the way for the new models.

"But the public will not be interested in buying the new '61s at a dealer's profit when they can get a factory-fresh '60 for a dealer's loss," he said.

■ "I don't think this problem will be solved by either the factory or an act of Congress," Mr. Williams made clear. "It's going to be up to the individual dealer."

In 1961, he warned, dealers will also be faced with the additional problem of keener competition. "For the first time in the history of the industry, we'll be selling in the same price range," he said.

Mr. Williams pointed out that compacts will be gaining an ever increasing share of business from now on. While this year only five lines produced "compact-type" cars, in 1961 there will be 13 compacts on the already-flooded market. He predicted that "within the next year" 50% of the new cars sold will be compacts.

■ The NADA president expects that a total of about 5,800,000 1961 models will be sold, compared with the slightly more than 6,000,000 already moved in 1960.

At a news conference earlier in the day, Mr. Williams said the law requiring dealers to display the retail price on their new cars "has cleaned up the monkey business" in the industry. #

WTRF-TV STORY BOARD

Bob Ferguson says his secret ambition is to see a whiskey ad picturing *before* and *after* results. Then he went on to tell about the hobo who slept under bridges and in ditches. One night, he switched to culverts and become a man of distinction.

T. R. Effic!

wtrf-tv Wheeling

Salesman: "Is this ice cream pure?"
Waiter: "As pure as the girl of your dreams, mister!"
Salesman: "Then maybe you better gimme a candy bar!"

Wheeling wtrf-tv

"Your mother has been living with us for 20 years now," said John. "Isn't it about time she got her own apartment?"
"My mother?" replied Marcia. "I thought she was YOURS."

wtrf-tv Wheeling

A man isn't necessarily a gentleman just because he prefers blondes.

Wheeling wtrf-tv

Two beatniks saw a flat-chested gal pass by and made this comment: "Like man!" (Thanks to silver-throated announcer, Bud Schenk of Ohio Valley's top TV station)

Wheeling wtrf-tv

Wanna SELL the Wheeling-Steubenville Industrial Ohio Valley Market? It's lucrative! . . . and SOLD by WTRF-TV from Wheeling. George P. Hollingbery will do the arrangements and line you up for sales-boosting merchandising, too.

Wheeling wtrf-tv

Revival of the fittest: "Old salesmen never die, they just get out of commission!"

CHANNEL SEVEN • WHEELING, WEST VIRGINIA

### 10 Stations Join ABC

ABC, New York, has added nine radio affiliates. Former independents joining the network are KAGT, Anacortes, Wash.; KFWJ, Tulsa, Okla.; WPGW, Portland, Ind.; WWHG, Hornell, N.Y., and WNSM, Valparaiso, Fla. WMEK, Chase City, Va., is re-affiliating with ABC, having been an independent in the interim. Other new ABC affiliates are KOOS, Coos Bay, Ore., formerly with Mutual; KAAB, Hot Springs, Ark., also affiliated with CBS; and KWBA, Houston, Tex., which switched from an ABC secondary to an ABC primary affiliate. ABC's former primary affiliate in Houston was KXYZ and its previous Tulsa affiliate was KMOE. WICU-TV, Erie, Pa., will become a primary affiliate of ABC-TV May 1, 1961. The station presently is a primary NBC affiliate and a secondary ABC affiliate.

### Reynolds Sets Gift Wrap Push

The decorative foil division of Reynolds Metals Co. will launch an ad campaign for its gift wrapping products this fall with color ads in *Ladies' Home Journal*, *Life*, *Look*, *McCall's* and *Seventeen*. A series of 60-second spots also have been scheduled on "Harrigan and Son" and "All-Star Golf" on ABC-TV. Lennen & Newell, Beverly Hills, Cal., is the agency.

### Changes to Gilbert & Felix

Jack Gilbert Associates has incorporated under the name Gilbert & Felix Inc., New York. Stock interests have been acquired by Richard Felix, vp and account executive, and Arthur Sharf, vp and production and office manager. Mr. Gilbert founded the agency five years ago.

A little goes a long way!
KASCO
"Concentrated" Dog Meal
are you having any fun?
TRY LE CAR HOT
RENAULT Dauphine

### *Du Pont Sets Telar Campaign*

E. I. du Pont de Nemours will employ two basic cartoons in network tv spots this fall for its Telar anti-freeze and summer coolant. The initial commercial is voice-over-animation which concentrates upon the never drain quality of Telar, utilizing a jingle set to the music of the former hit tune, "I'll Never Say Never Again Again." Batten, Barton, Durstine & Osborn, New York, is the agency.

## *Magazines, TV Share in Traditional RCA Holiday Ad Splurge*

NEW YORK, Oct. 11—Radio Corp. of America will have its traditional fourth quarter advertising splurge with a campaign featuring its television receivers, stereophonic instruments and radios.

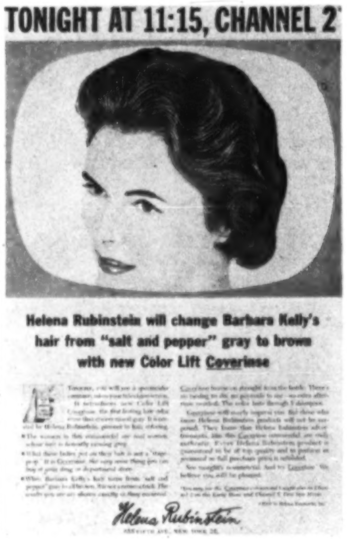
J. M. Williams, manager of advertising and sales promotion, RCA Sales Corp., said, "We stockpiled our usual advertising expenditures during the traditionally slow selling months in the summer to set off a real blockbuster during the fall season preceding Christmas."

Television and magazines will get the lion's share of the budget, but RCA will also be running a series of four 1,100-line insertions in 160 newspapers to promote color tv. This is the first factory-sponsored newspaper campaign "in a number of years."

■ The RCA products will be featured in 55 minutes of network commercials on two NBC color shows, "Bonanza" and "The Shirley Temple Show."

In magazines, RCA will be taking a total of 32 pages, a good chunk of it scheduled for *Life* and *Sports Illustrated*. The Nov. 28 issue of *Life* will carry four RCA pages. Also on the schedule are *Esquire* (a pocket-size transistor radio is to be featured in a tie-in with Marlboro shirts), *Extension*, *The New Yorker* (a color tv cabinet promotion in cooperation with Henredon furniture), and *Reader's Digest* (full pages in the November and December issues) and *Time*.

J. Walter Thompson Co. is the agency. #



TONIGHT AT 11:15, CHANNEL 2

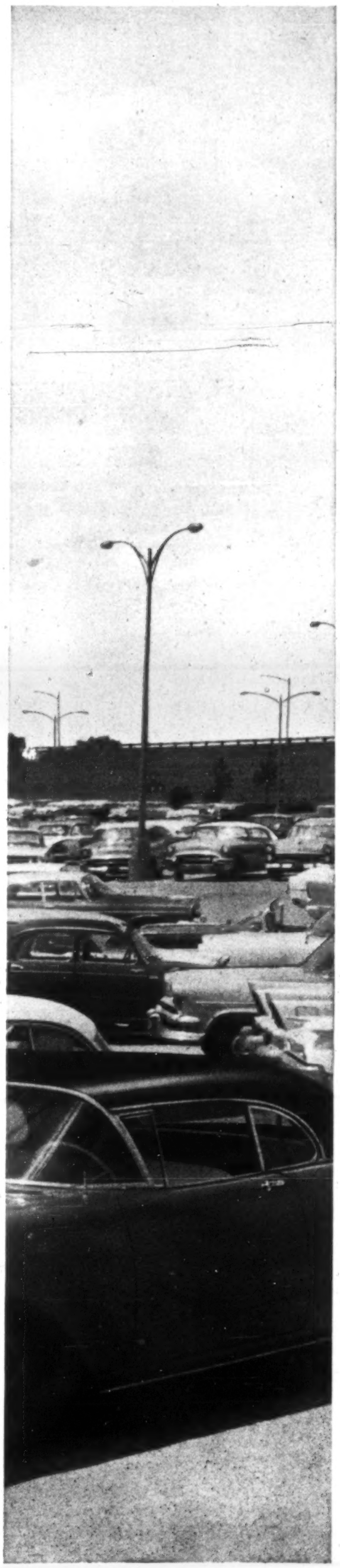
**Helena Rubinstein will change Barbara Kelly's hair from "salt and pepper" gray to brown with new Color Lift Coverinse**

Helena Rubinstein

PRINT ADS PLUG TV ADS—*Helena Rubinstein Inc., New York, ran this unusual newspaper ad recently, asking readers to tune in to a local tv channel at a given time to see the introduction of its new Color Lift Coverinse spot commercials. Ogilvy, Benson & Mather is the agency.*

### *Chirurg Names Three*

Kenneth M. Spence, formerly an account executive at Norman, Craig & Kummel, has joined Chirurg & Cairns, New York, in a similar capacity. Joseph C. Nadolny, formerly with Keystone Camera, has been named to the agency's Chestnut Hill, Mass., office as a member of the staff of Creative PR, public relations subsidiary. George L. Stockman, formerly director of advertising and sales promotion of East Ohio Gas Co., Cleveland, has joined Chirurg & Cairns' Boston staff as a member of the planning board.



NOW!
THE ★★★★ ★★★★
SHOPPING
CENTER
NETWORK
*delivers new selling power!*

★ Puts your product advertising on display in 245 of America's 400 leading shopping centers...in nearly 100 top metropolitan markets.

★ Gives you 63,000,000 exposures per month; costs as little as 25¢ per thousand shopper trips.

★ Delivers your selling message repeatedly throughout the parking area . . . to shoppers in an ideally receptive mood.

★ Reaches America's richest mass market: high-income, highly acquisitive suburban families.

★ Offers you opportunities for sustained, long-term selling or short-term seasonal promotion . . . nationally, regionally, or by market.

**Note:** By publication time, figures quoted may be obsolete. For the latest information on this fast-growing new medium, write, wire or call collect.

**NATIONAL ADVERTISING CO.**
Shopping Center Network Division, 6850 South Harlem, Bedford Park, Ill., LUdlow 5-6600 (Chicago)
*A subsidiary of Minnesota Mining and Manufacturing Co.*

℞
Selling Pharmaceuticals?
Here's a preferred market-
at a popular price:
for less than 5¢ apiece,
you reach 87,000 dentists
in a magazine they read
devotedly. May we give
you facts and figures?

Oral Hygiene
PITTSBURGH, PENNSYLVANIA

# 16 "reasons why"

The sportsman is a man who not only thinks for himself but *does things* for himself. He's a doer, not a dreamer. FIELD & STREAM's 1,100,000-plus *doers* are men who expect —*demand*—the most authoritative sporting information and guidance. The FIELD & STREAMER gets just that from these outstanding sportsmen-editors, the largest, the best staff in the business.

These are the sixteen reasons why FIELD & STREAM is America's *quality* sportsman's magazine. These are the men who vigorously uphold FIELD & STREAM's 65-year-old tradition of leadership.

For the 50th consecutive year, more advertisers are running more advertising in FIELD & STREAM than in any other outdoor magazine. In the advertising equation, editorial *quality* means sales *results*.

**Field & Stream**

***Your best contact with the outside world***

**Hugh Grey,** Editor-in-Chief. Dedicated sportsman and conservationist, with outdoor magazines for 20 years, 17 of them with *Field & Stream*. Has hunted and fished most of the U.S. and Canada, won numerous trophies.

**Al McClane,** Fishing Editor, has fished every notable water of North and South America and Europe; is editor of the Wise Fisherman's Encyclopedia, consultant on fishing to Encyclopedia Britannica.

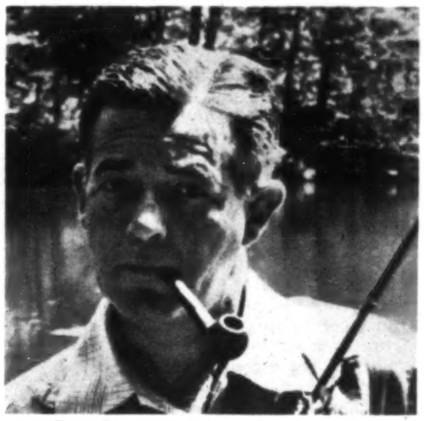
**Warren Page,** Gun Editor, winner of big-game hunting's top trophy, the Weatherby, has hunted in six continents. Ballistics expert, developed the 6 mm. cartridge adopted as .255 Remington and .243 Winchester.

**Robert Ruark,** Associate Editor, internationally syndicated newspaper columnist, best-selling author, big-game hunter, ranges the entire world on assignment.

**Corey Ford,** Associate Editor, sportsman-humorist-philosopher-pundit-iconoclast, has travelled the U.S., Canada, Alaska, South America, Ireland, Austria, Greece, India and Japan—on assignment.

**Kip Farrington,** Salt Water Editor. Captained first U.S. Fishing Team in International Tuna Match; first man to take broadbill in both Atlantic and Pacific; holds one world record, has held ten others.

**Ted Trueblood,** Associate Editor, a man who has found a way to spend most of his time hunting and fishing; writes about both extremely well, one of the most respected men in his trade.



**Ray Camp,** Field Editor, all-around sportsman, edited *New York Times* outdoor column, 1936-48, has written numerous books on sporting subjects.

**F. M. Paulson,** Boating Editor, ex-Navy skipper, a man who lives boats and loves them, from duckboats to cabin cruisers. Eminently suited to service this mushrooming $2 billion market.

**Mel Ellis,** Field Editor, has fished, hunted and trapped from Central America to the Arctic Circle; trains dogs, raises trout, experiments with new fish species.

**Van Campen Heilner,** Field Editor, expeditions to Peru, Ecuador, Alaska, Tierra del Fuego, Straits of Magellan. First naturalist to make motion pictures of the Roseate Spoonbill, member of numerous naturalist societies.

**Frank Dufresne,** Field Editor, has travelled 17,000 miles by dog-team across northern Alaska, lived with Eskimos, devised method for counting bears on Admiralty Island, supplied research for first Alaska Game Law.

**C. E. Gillham,** Field Editor, started as government hunter for old Biological Survey in Arizona, has served as Mississippi Flyway biologist, studied hunting and fishing ways of the Yukon Eskimos.

**Harold Titus,** Conservation Editor, pioneered with Michigan's Department of Conservation, International Association of Game Fish and Conservation Commissioners, widely known as "Dean of Conservationists."

**H. G. Tapply,** Associate Editor, former Editor-in-Chief of *National Sportsman, Hunting and Fishing, Outdoors,* cofounder of the *Salt Water Sportsman* and founding member of the New England Outdoor Writers Association.

**Joe Stetson,** Dog Editor, dog breeder, exhibitor, noted judge of bench shows and field trials, TV commentator for Westminster Show at Madison Square Garden.

# The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

## *Admen Say There Were Reasons for Their Ads That Mr. Baker Didn't Know*

To the Editor: Despite the fact that we developed the Ansul ad which came under the sharp scrutiny of Steve Baker (Sept. 26 issue) we can't help but applaud some of his creative insights. It was a thoroughly enjoyable feature.

We're certain that the cries of outrage and indignation from agencies and advertisers as a result of Mr. Baker's article have been plentiful. In commenting about the ad and Mr. Baker's criticism of it we must admit to some desire to defend our position, but in a broader sense we honestly feel that the rationale behind the ad may be of genuine interest and help to some of the readers of ADVERTISING AGE.

Our experience in advertising fire extinguishing equipment has led to some rather interesting conclusions about buyer motivation. "Red, twisting, terrible-tempered flames" are admittedly highly photogenic as Mr. Baker points out. This is an obvious approach to discussing fire and one that has been used for many years by fire equipment advertisers and fire insurance companies . . . with a noteworthy lack of success.

The ads get attention but what apparently happens is that they scare the hell out of people and right away tend to make them want to put the whole nasty subject out of their minds.

Frankly we are greatly indebted to the life insurance people who have spent considerable time and money researching their market. They have concluded that their advertising is ineffective to the degree that they communicate the idea that the customer is going to die.

Their answer has been to sell "living insurance"—the *pleasant feeling* that a fellow enjoys when he knows he has provided for his family. They only suggest in a very delicate roundabout way that he might some day shuffle off the mortal coil. When they point this out too strongly they lose him. Many of the same motivations are present in a discussion of fire and all the tragedy, disaster, and misery that it can create.

Hence, our very carefully calculated attempt to picture "stylized" flames—suggesting the danger of fire, but not kicking the reader in the stomach with the thought. Just as with life insurance, we are attempting to sell a "pleasant feeling"—the customer's satisfaction in knowing that he has done everything necessary to protect his business and his employes with the best fire extinguishing equipment available.

The fact that Mr. Baker found the Ansul ad "beautifully laid out" and that he admired the "virtuosity of the designer" (it was done by Chad Taylor) is a matter of great satisfaction to us.

**Brad Sebstad,**
President, Brad Sebstad Inc.,
Menominee, Mich.

• • •

To the Editor: . . . Mr. Baker has taken the liberty of setting himself up as a one-man ad agency expert, who can, like the age-old medical charlatan, offer the "cure" without knowing the "ailment." Admittedly, "blissfully ignorant of the various taboos" (I think "facts" would be more appropriate than "taboos"), he wades headlong into tearing apart the carefully thought-out products of agencies that practice what his parent agency preaches (namely, to get behind the counter and learn the problem from the ground up, or am I misquoting the C&W pitch?).

He deigns to redesign an ad produced by this agency for Peerless Camera Stores, while admitting that "this type of advertising . . . works." I probably wouldn't dare attack his flippant, irresponsible misuse of journalistic freedom, were his criticism of our product severe. But knowing we cannot be accused of a defensive, "sour grapes" position, I must sound off.

While Mr. Baker "can't help wondering," I would like to point out that we were appointed to handle this account some years ago (during which Peerless' volume enjoyed considerable growth), because we do not "wonder." We've made the tests, and continue to make them all the time. But I'll be ready to pack up when I feel an art director (no matter how executive he may be), can do my client's ads for my agency.

Being a teacher of sorts, I think Mr. Baker may have a lot to learn about how to produce advertising. Does he know what Peerless' objectives were, in running this ad? Does he know about an item called "co-op" ad allowances, and what portion of this ad was paid for by the manufacturers shown? In eliminating a number of the items, in the interest of "pretty pictures," will the art director kick-in the lost allowances? To hell with pretty pictures, and sparkling prose. We produce ads that produce sales! We only satisfy the art director when our ad is slanted to sell to him. Even then, must we *satisfy* him?

I don't know whether I'm more angry, or amused, at Mr. Baker's naivete and AA's poor judgment. I think it's about time ad agencies won awards for ads that pull, not for art that pleases. How about giving advertising back to the advertising man . . . the best of whom can't draw a straight line . . .

**Nat Kameny,**
President, Kameny Associates,
New York.

•

To the Editor: It would appear that Mr. Baker thinks he is pretty good, and that his talented pencil can, in a jiffy, turn out ads far superior to those he has chosen to criticize. In the light of the samples he has provided us, he makes it difficult to concur in his opinion of his ability.

Without exception, none of Mr. Baker's layouts improve those he has chosen to snipe at.

**Robert C. Gellert,**
Robert C. Gellert Advertising
Design, New York.

•

To the Editor: . . . I work (as a copywriter) in an agency where the art directors (bless their dear old fashioned hearts) perform like most of Mr. Baker's "before" examples. Usually I fight bitter and desperate battles with them, giving and receiving no quarter. And mostly I lose! So you will probably understand that his virtuoso approach cheered me no end . . .

**Terence Wheeler,**
New York.

•

To the Editor: . . . I had the pleasure of seeing and listening to Mr. Baker's excellent presentation in Chicago at the Summer Workshop. It was one of the best of the three-day meeting.

**James McNoldy,**
Vice-President, Howard Swink
Advertising, Marion, O.

•

To the Editor: . . . Two of my associates attended the Creative Workshop, and, upon returning, praised Mr. Baker's address to a great degree. Now that I have read an excerpt from the address, I am certainly inclined to agree with their appraisal . . .

**J. A. Boyce,**
Associate Creative Director,
Hoffman, York, Paulson &
Gerlach, Milwaukee.

•

To the Editor: I am tremendously impressed by Mr. Baker's article . . . His story has appeared at a crucial time, and this presentation is exactly the thing I need to demonstrate to a very important group of people in the agency where I am art director . . .

**George Reuter,**
Art Director, R. S. Townsend
Inc., Kansas City, Mo.

•

To the Editor: It's rare indeed that an article with the impact and the value of the current reprint of Mr. Baker's speech comes along. Believe me, I'll cherish this particular issue for a long, long time . . .

Congratulations on an excellent piece of graphic explanation. It was well worth the effort he must have put in it.

**Irving R. Pliskin,**
Richards Advertising Agency,
Colonia, N. J.

•

To the Editor: Recent issues of ADVERTISING AGE are making me regret not attending the Summer Workshop in Chicago . . .

I was particularly impressed with Mr. Baker's contribution . . .

I have noticed a deep interest in and capable treatment of the subject of creativity in the recent issues of nearly all advertising journals. It is to be hoped that some of this thinking creeps through to the practitioners of the trade and will soon show up more vividly in the advertising we are confronted with from day to day . . .

**John Trytten,**
Director of Marketing, Nitragin Sales Corp., Milwaukee.

•

To the Editor: I thoroughly enjoyed "This Is How I Would Have Done These Ads." Mr. Baker pointed out the challenge facing the art director in a most interesting manner . . .

**W. M. Menaker,**
Foote, Cone & Belding, Chicago.

• • •

## *ABC's Views on Free Circulation Displease Him*

To the Editor: So ABC is about ready to concede that paid circulation is not the complete answer to serving industry, according to the latest announcement by ABC to consider auditing free circulation (AA, Sept. 19). (Wanna bet they don't go thru with it?)

This is no startling revelation to a great many in the publishing and advertising industry, as witness the growth of BPA in the past ten years plus the increase in free circulation reported in ABC statements.

You can please all the people some of the time, some of the people all the time, but not all the people all the time . . . If you are not pleased with ABC shenanigans today, wait; they'll get around to you in a few days.

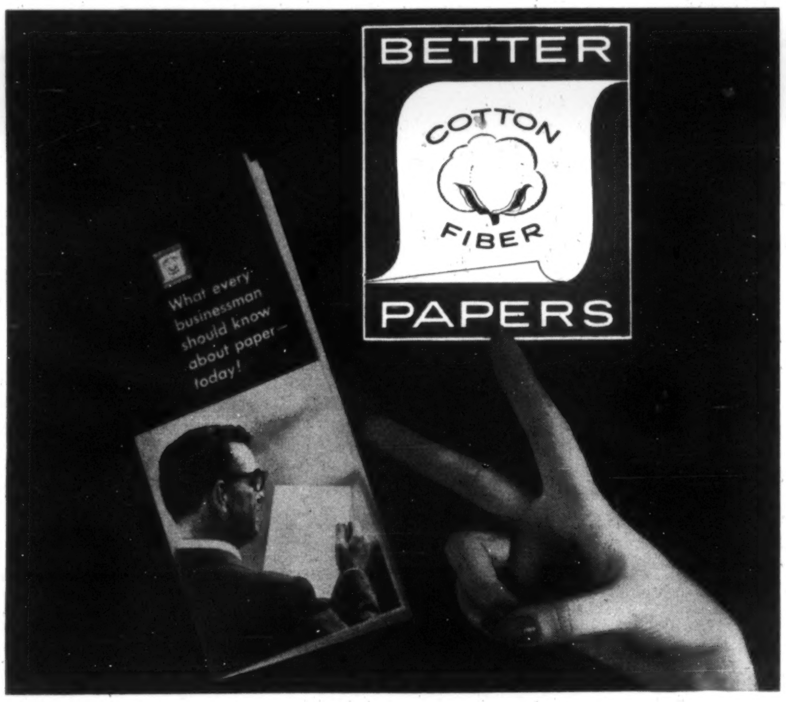
**Robert L. Rudd,**
Circulation Manager, Pit &
Quarry Publications, Chicago.

• • •

## *Women Read If Dogs Don't, Swift Ad Manager Points Out*

To the Editor: Many many thanks to Fred Delkin Jr., J. P. Irvine, and others—none of whom I know—for arising to pat our Pard advertising on its proud head, defending it from that old pipe-smoking (with a g) Corner Creative Man ("Voice of The Advertiser," AA, Sept. 19).

When I first read his amusing reaction to our "Lickin' (without a g) Good" advertisements I was reminded of another astute and knowledgeable gentleman's comment. This was back in the '40s and he was the dog food buyer of a very important retail group. I had just shown him, with Pardonable pride, I thought (if I may punish a pun), the first dog food advertisement illustrating the



Two guides that point the way to better paper buying The free booklet tells *why* papers made with cotton fiber offer you more in prestige, permanence, performance. The "Better Papers" emblem tells *who* makes them. Send for the booklet; watch for the emblem.

BETTER COTTON FIBER PAPERS

*Cotton Fiber Paper Manufacturers.*
*122 East 42nd Street, New York 17, N. Y.*

BETTER PAPERS ARE MADE WITH COTTON FIBER
LOOK FOR "COTTON" OR "RAG" IN THE WATERMARK OR LABEL

Big
Hard Core

One of our competitors told us recently:

"Your readers with youngsters in their families are the most loyal hard core of any newspaper's circulation in New York.

"Your Mirror Youth Program holds them so tight that we just can't break them away!"

With 119,388 boys and girls participating in it in 1959, watched by 1,279,042 spectators, that's a pretty big hard core — the cream of the mass market.

Make
The Mirror
a MUST!

product in use, out of the can, in full color.

He smugly informed me that dogs are color-blind.

But thank our copywriters' stars, women do read, if dogs don't.

And I'm sure Creative Corners have columns (and cheeks) to fill, so I am content to assume the Creative Man in the Corner had his tongue in cheek and a sparkle in his eye when he wrote his piece.

**Ray Weber,**
Advertising Manager, Swift & Co., Chicago.

• • •

### *National Advertisers Should Speak for Farmer, He Says*

To the Editor: One of advertising's greatest opportunities is going begging!

The American farmer is still without an interpreter to tell his story to the public, and the farm problem is no nearer solution than it was 30 years ago. I believe there is a significant relationship between these two facts.

During the next six weeks, there will be much discussion of the farm problem as political candidates seek votes. Unfortunately, when the campaign is over, the public will come away with the same impression of the farmer—that he is an indolent freeloader who passes the buck to the government and becomes a greater burden on the taxpayer each year.

The farmer is the only member of our economy who has no central organization to speak out for him. Industry, labor and government have set up the machinery of communication, but agriculture has no voice.

This is a call to national advertisers who have a stake in the farm market to come forth as the spokesmen for the American farmer, to employ the creative brains that sell products to sell an understanding of the farm problem. Today this project offers these advertisers opportunity. Next year, it may be a matter of self-preservation.

Or, it may be too late.

**Art Williams,**
Assistant to the President, H. George Bloch Inc., Clayton, Mo.

• • •

### *Dodge Ads Are 'Fancy, Not Fact' to This Buyer*

To the Editor: I read with some interest, the attack on the advertising of Eastman Kodak, Firestone, Maidenform, Schlitz, etc. that was made in a speech by W. D. Moore and reported in your issue of Sept. 26.

Mr. Moore is director of advertising and sales promotion for Dodge Motor Car Co. He is quoted in part as saying, "Honest, sincere stuff. Facts, not fancy." If he had written "Facts, not fancy" about the new 1960 Dodge that I bought this year, they wouldn't have sold their first car. My new Dodge is a dog. No, the only sense that I can make out of his fine speech is that there must be more than one Dodge Motor Car Co.

**Ralph J. Silverman,**
President, The Great Northern Press, Chicago.

• • •

### *Personal Income Figures Should Be in Billions*

To the Editor: How about an assist?

In the very excellent food industry section in the Oct. 3 issue, there is an interesting state by state breakdown of U.S. food store sales, population and income.

The statistics for each state are self-explanatory with the exception of "personal income." Should this be translated into billions? If so, does it represent per capita personal income? Using the key, adding 000 to this figure does not work out.

Would you give me the explanation?

**Carson J. Morris,**
Supervisor, Plans & Marketing, N. W. Ayer & Son, Philadelphia.

*Reader Morris is right. The "personal income" figure is for states and regions and should be read in billions of dollars; an extra 000 should have appeared in the chart's footnote.*

• • •

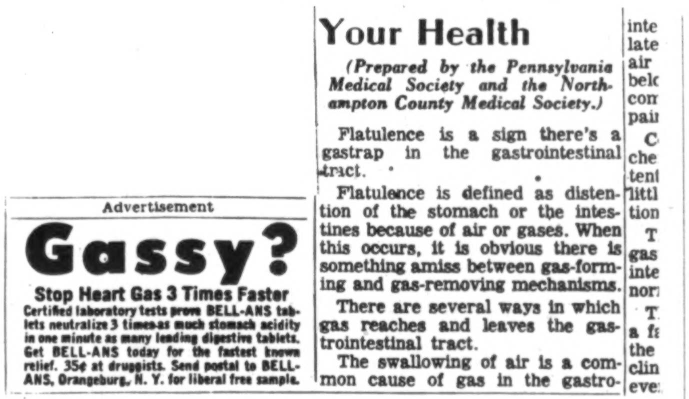
### *Gastrointestinal Ad Gets Editorial Boost*

To the Editor: We are the advertising agency for Bell & Co., Orangeburg, N. Y., manufacturer of Bell-ans for acid indigestion.

In the Sept. 19 issue of the *Express*, Easton, Pa., our client's ad appeared adjacent to a column, "Your Health." This in itself is not very extraordinary. However, when you consider that the column's subject matter was *intestinal gas* . . . this certainly was fortunate positioning.

It is of further interest to note the sub-head of our client's ad "Stop Heart Gas 3 Times Faster," and how this ties in with the comment in the column about gas interfering with breathing and normal heart action. All-in-all, a great break. This is one of those rare examples of either a conscientious makeup man or a happy accident.

**Herbert W. Cohon,**
President, Herbert W. Cohon Co., New York.



Advertisement

**Gassy?**

**Stop Heart Gas 3 Times Faster**

**Certified laboratory tests prove BELL-ANS tablets neutralize 3 times as much stomach acidity in one minute as many leading digestive tablets. Get BELL-ANS today for the fastest known relief. 35¢ at druggists. Send postal to BELL-ANS, Orangeburg, N. Y. for liberal free sample.**

**Your Health**

***(Prepared by the Pennsylvania Medical Society and the Northampton County Medical Society.)***

**Flatulence is a sign there's a gastrap in the gastrointestinal tract.**

**Flatulence is defined as distention of the stomach or the intestines because of air or gases. When this occurs, it is obvious there is something amiss between gas-forming and gas-removing mechanisms.**

**There are several ways in which gas reaches and leaves the gastrointestinal tract.**

**The swallowing of air is a common cause of gas in the gastro-**

**inte**
**late**
**air**
**belc**
**com**
**pair**
**C**
**che**
**tent**
**littl**
**tion**
**T**
**gas**
**inte**
**nor**
**T**
**a f**
**the**
**clin**
**eve**

• • •

### *Even the Quotes in AA Are Delightful*

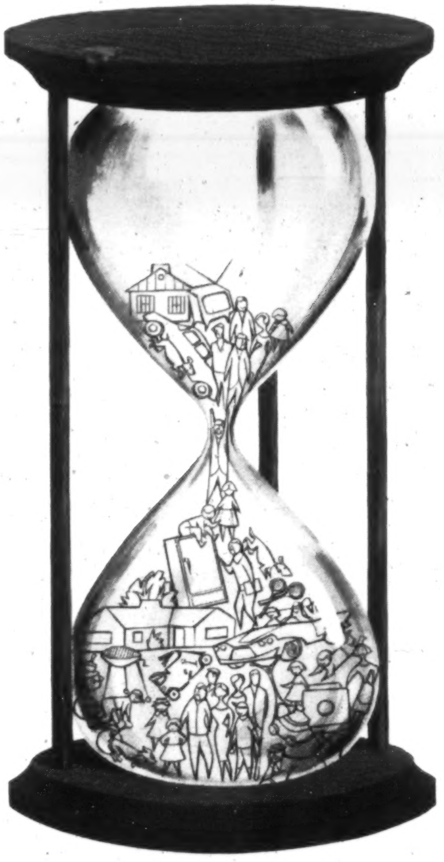
To the Editor: The article on the extravagances of the fashion industry in which you quoted liberally from Eve Merriam's "Figleaf" was delightful (AA, Sept. 26). I have several friends in the fashion group here in Boston among whom I circulated the article. I have also given it to our Paul Benzaquin who loves to tease the ladies on his 3-6 (Monday through Friday) broadcast. The fact that there is recognizably more truth than fiction in your humorous extracts from her book made the reading of the article even *more joyful*.

It was the most delightful thing. I pass this on to you just to let you know that an occasional bright light such as this in a trade publication is greatly appreciated.

**Marie H. Houlahan,**
WEEI Radio, Boston.

**Business Opportunities**
Interested in locating manufacturers selling products to the landscape industry, and who wish to increase their volume through sound merchandising. Please write LANDSCAPING, 1300 West 24th St., Los Angeles 7, California or phone REpublic 2-6103 for full details.

We're halfway to the middle of the next century



This is the year we at R. L. Polk & Co. put 90 candles on our birthday cake, but we can't help but consider this the halfway point in our company's progress to 2050 A.D. By that time, the experts tell us, America's population will have more than doubled, and many of America's cities will have grown together to form new super-cities.

If we know people (and knowing them has always been the foundation of our business) we can expect them—even in 2050—to turn to R. L. Polk & Co. for regular, frequent inventories of that huge population . . . for keeping tabs on who buys and who owns 21st century vehicles . . . for promoting commerce through selective advertising and market and consumer research . . . for reporting all facets of financial progress.

The volume of data and statistics we will have to process in 2050 staggers the imagination. But then, the more than 8,000 people we employ today . . . the electronic equipment, the computers, the latest and most ingenious automated processes we use in all phases of our publishing activities probably would have staggered the imagination of Ralph Lane Polk as he went about compiling the first Michigan Business Directory back in 1870.

R·L·POLK & CO.
**publishers**
*431 Howard Street • Detroit 31, Michigan*

CITY DIRECTORY DIVISION • DIRECT MAIL DIVISION • BANK DIRECTORY DIVISION
MOTOR STATISTICAL DIVISION • MOTOR LIST DIVISION • BANK BUSINESS DEVELOPMENT DIVISION
*Offices in principal cities of U.S. and Canada*

### Gallivan Elected President

John W. Gallivan, newly elected publisher of the *Salt Lake Tribune*, has been named president of the Newspaper Agency Corp., Salt Lake City, succeeding the late John Francis Fitzpatrick. The NAC is in charge of production, advertising and distribution of the two Salt Lake newspapers.

**FREE**

**NEWSLETTER ON DIRECT MAIL ADVERTISING**

Keep up-to-date with newest developments in direct mail field. Learn latest ideas, techniques, methods to improve your results. Unique FREE service tells where and how to get facts and articles you want. To get this newsy direct mail guide regularly, without cost or obligation, send your name and address NOW to:

**The Reporter of Direct Mail Advertising**
274 Seventh St., Garden City, N. Y.

### Carr Liggett Elects Lapick

Frank P. Lapick has been elected exec vp of Carr Liggett Advertising, Cleveland. Mr. Lapick joined Carr Liggett two years ago from Fuller & Smith & Ross. Carr Liggett also has elected John F. Nash, vp, to the additional post of secretary-treasurer.

### Marsteller Names Lusher VP

Marsteller, Rickard, Gebhardt & Reed, New York, has appointed Wilfred H. Lusher vp and account supervisor. Prior to joining Marsteller, Mr. Lusher was vp and account supervisor of Batten, Barton Durstine & Osborn.

Ule Deckinger Coffin

RESEARCHERS—*G. Maxwell Ule, Kenyon & Eckhardt, E. L. Deckinger, Grey Advertising Agency, and Tom Coffin, National Broadcasting Co., talk over plan of attack before serving on American Marketing Assn. panel considering new research services by A. C. Nielsen Co. and Market Research Corp. of America.*

You buy

Profits

in the

Chattanooga Daily Times

Your product *really* moves when you prompt buying-action in the Tri-State market. You do it quickly and economically in 40 key counties of Tennessee, Georgia and Alabama when you use the Times.

Here's a community that's growing faster than the average U.S. metropolitan market. Here are people whose needs are greater and appetites are keener.

Like any robust, growing thing, the Tri-State market is noisy, bustling and impatient. Its people are quick to make known their needs, quick to satisfy them. Quick to *buy*. There is no room here for conservative marketing plans.

Highly industrial, the Tri-State community is fast-moving. Its people are prospering. They are accustomed to taking daily profits in the form of all kinds of activities that enrich their lives. And they use the Times as their guide to everyday living.

It's their favorite every-morning reading habit because it serves well all their marketing, cultural and news requirements. Your advertising in it can serve them, too.

**FASTEST WAY TO PROMPT TRI-STATE BUYING ACTION**

Chattanooga Daily Times

*Represented by Cresmer & Woodward, Inc. and Shannon & Associates, Inc.*

# Red L Focuses TV Ads in Prime Time with Spots

NEW YORK, Oct. 11—Red L Foods Corp. has developed a strategical spot tv buying technique designed to get the most out of its advertising dollars.

The manufacturer of frozen seafood dinners has snared a substantial number of coveted prime time spots running in station breaks on WCBS-TV, New York. This key CBS-TV station will run approximately 40 ten-second Red L commercials in station breaks occurring in network "spectaculars" this season, as well as additional spots adjacent to other CBS shows.

Red L has made its special pitch for nighttime spots in an effort to create a masculine image for its prepared dinners. This man-chasing effort began about one year ago when results of a study made by Smith/Greenland Co., Red L's agency, showed that consumers looked upon seafood as a product for women and children—not for men.

▪ Red L began its appeal to men with such phrases as "hearty meals that satisfy a man's deep-down hunger" and "jumbo size." One commercial showed a male diver coming out of the water in time for his Red L dinner. It was believed that a sea diver would convey a strong masculine image.

On WCBS-TV, Red L is running a total of 135 station identification spots. Other stations included in this fall campaign running through mid-November are WTEN-TV, Albany, with 200 station identification spots; WHEN, Syracuse, 114; WBEN-TV, Buffalo, and WROC-TV, Rochester, each 84; WBZ-TV, Boston, 108; WCSH, Portland, Me., 56; WTIC-TV, Hartford, Conn., 104; WPRO, Providence, 50; and KDKA-TV, Pittsburgh, 90.

▪ Red L's change in marketing strategy began about one year ago when Edwin Bluhm was elevated from vp to president of the company. Mr. Bluhm was faced with a sales curve which had been declining for three years. During his short reign, however, sales have increased 91.7% and distribution has jumped 34.3%.

To firmly implant the Red L brand name in consumers' minds, Smith/Greenland launched an off-beat print campaign in which the letter "L" was substituted for each letter "R." One ad read: "Tomollow is Fliday, a gleat day for Red L flozen flied shlimp." This series was so successful that it was converted to radio and tv commercials during the 1960 Lenten season.

▪ Instead of trailing off its advertising effort after Lent was over, however, Red L continued witn a new series of off-beat ads. The current tv schedule consists of three eight-second station identification breaks. One spot says, "New Red L frozen seafood dinners are so good you can't stop eating them," while viewers are shown a man eating the tray after finishing his tv dinner.

Another spot shows a youthful beauty, while viewers are told, "This 97-year-old woman owes her youthful vigor and good looks to Red L frozen scallops." A third spot shows an admirer "flipping" for Red L.

The company estimated that its advertising budget for the summer and fall of 1960 will be about $500,000. #

### Lee Named Hearst S. F. Head Succeeding Peters, Retired

Ted C. Lee, formerly manager of the Pacific Coast Group in Chicago, has been named manager of the San Francisco office of Hearst Advertising Service, succeeding William E. (Pete) Peters, who is retiring after 15 years as manager. Mr. Peters, who sold the first vacuum cleaner ever demonstrated west of the Mississippi, a two-man hand pumped machine, started in advertising 36 years ago on the ad sales staff of the *Los Angeles Examiner*. A year later he was named ad director of the *Seattle Post Intelligencer*.

In other staff changes, Hearst has named Robert E. Robeson, of the Chicago sales staff, to succeed Mr. Lee as manager of the Pacific Coast Group.

### Newhoff-Blumberg Adds One

American Brewery, Baltimore, has appointed Newhoff-Blumberg, Baltimore, to handle its advertising. Van Sant, Dugdale Co., Baltimore, is the former agency of record.

### Zappone Joins Contemporary

Robert Zappone, formerly general sales manager of the appliance division, Columbia Electric, Spokane, has been appointed senior account executive by Contemporary Advertising Agency, Spokane.

**MEN'S WEAR MAGAZINE**

IS PLEASED TO ANNOUNCE
A SIXTEEN PAGE ADVERTISING SECTION*
DIRECTED TO MEN'S WEAR RETAILERS,
MANUFACTURERS AND MILLS BY

**EASTMAN KODAK CO. (KODEL)**

OCTOBER 7TH ISSUE

*PREPARED BY DOHERTY, CLIFFORD, STEERS & SHENFIELD

## Scott Smith, 80, Former President of Chicago Agency, Dies

ARCADIA, CAL., Oct. 11—Scott S. Smith, 80, former president of the old Critchfield & Co. advertising agency and veteran Chicago adman, died Oct. 3 in his home here.

Born in Maine, Mr. Smith started his career with a St. Paul newspaper in the classified advertising department. He worked in Chicago as a newspaper representative before joining Critchfield & Co. in about 1918 as an account executive in the agency's Minneapolis office.

Later he was named manager of the Minneapolis office, and in 1922, he was elected president of the agency, a job he held until his retirement in 1945. Critchfield & Co. became the Chicago office of Klau-Van Pietersom-Dunlap two years ago.

### JERRY SIREF

NEW YORK, Oct. 11—Jerry Siref, 31, a member of N. W. Ayer & Son's radio-tv commercial production department here, died Sept. 28 in Long Island.

Mr. Siref had been with Ayer since 1956. Before that he had been a senior sales statistician and sales and service representative for the National Broadcasting Co. He was a 1951 graduate of Drake University in advertising and marketing.

### MARGE BLOCK

TOLEDO, Oct. 11—Marge Block, wife of Paul Block Jr., co-publisher of the *Toledo Blade*, died Sept. 30 in Toledo Hospital.

Mrs. Block was a director of features and women's news for the *Blade*, and a member of the board of directors of Toledo Blade Co. A native of Cleveland, she was a graduate of Kent State University. She worked for the *Maumee Valley News*, the *Akron Beacon Journal* and the *Toledo Times* before joining the *Blade* in 1945.

### JACOB PALEY

LOS ANGELES, Oct. 11—Jacob (Jay) Paley, 75, former president and one of the founders of Columbia Broadcasting System, died of a heart attack at his Bel Air home here Oct. 1.

Mr. Paley, who had invested in motion picture production for some years, was an uncle of William S. Paley, now board chairman of CBS.

### ARTHUR E. CAMPBELL

COLUMBUS, O., Oct. 11—Arthur E. Campbell, 75, former general manager of the Dispatch Printing Co., died Sept. 25 in Grant Hospital after a heart attack at the Columbus Country Club.

Mr. Campbell retired in 1958 after 49 years in the newspaper business. He joined the business office in 1909, working under the late George Fowler, business manager, whom he succeeded at Mr. Fowler's death in 1926.

### PHILIP H. W. CREDEN

CHICAGO, Oct. 11—Philip H. W. Creden, 57, director of advertising and public relations of Edward Hines Lumber Co., succumbed to an apparent heart attack Oct. 6 while waiting for a commuter train.

A native of Sidney, N. S., Mr. Creden had worked for a year in the railroad industry before switching to journalism and then to advertising. A former sports writer and reporter on several Chicago dailies, he worked eight years in the advertising department of the *Chicago Tribune* and then joined the lumber company in 1938 to direct its advertising.

Active in lumber industry organizations, Mr. Creden headed the advertising committee of the Ponderosa Pine Woodwork Assn. and served as its secretary and a director.

### WILLIAM E. TRIMBLE

TORONTO, Oct. 11—William E. Trimble, 64, well known Canadian advertising executive, died Oct. 4 at his home here. He was senior creative and marketing consultant of Baker Advertising Agency.

Mr. Trimble, who joined Baker in 1913, was one of the founders and directors of the Bureau of Broadcast Measurement. His pioneer work in research techniques played an important part in the development of Canadian advertising.

He was the first Canadian to write a book on advertising. His "Introduction to Advertising," published in 1931, was distributed widely in Canada, the U.S. and Britain. #

The SENIOR *Fresh*-man says...

BEET your competition to *Fresh* PROFITS

in the 7 BILLION DOLLAR
FRESH FRUIT AND VEGETABLE INDUSTRY
MARKET
that BUYS BIG . . .

*crates to chemicals, plastics to petroleum products!*

Let me send you rates and our latest area-coverage folder.

The PACKER Publishing Company
201 Delaware Kansas City, Mo.

GEORGE GURLEY, PACKER PUBLISHER

IN EVERY GROWING AREA KEY MEN READ

Since 1893

The Weekly Newspublication of the Fresh Fruit and Vegetable Industry

ABC ABP

tick
tick

*How big is a moment?* Breaking time into pieces has beguiled man for eons; the smaller the piece, the more advanced the technology. Today's atomic clock watchers achieve segments in the millionths.

Absolute Newtonians might say a moment contains 60 seconds and let it go at that. The fallacy of this approach is in the air of Eastern Iowa, where WMT-TV's rounder, firmer, more fully packed atomic moments are flung with cunning abandon into an area containing more than half the tv homes in Iowa, whence they are plucked by the largest Eastern Iowa audience of any tv station, a fact documented by audience surveys* with delightfully monotonous regularity.

WMT-TV Cedar Rapids—Waterloo. *CBS Television for Eastern Iowa.*
Affiliated with WMT Radio, KWMT Fort Dodge.
*National Representatives:* The Katz Agency.

*ARB Metro Area Reports; NCS #1, 2, 3.

# Along the Media Path

A new, simplified method for determining the cumulative readership reached by a number of newspaper ads has been made available by the **Bureau of Advertising** of the American Newspaper Publishers Assn. "Yardstick of Accumulative Newspaper Ad Readership," indicates the measurements by means of a table showing what percentage of readers is reached by campaigns of one to 13 insertions and the number of times they are reached on the average and by a chart of ad-noting curves in the nature of a slide rule for "do-it-yourself" measurements of the rate at which new readers are accumulated. Additional information may be obtained from Samuel Rovner, public relations manager, Bureau of Advertising, American Newspaper Publishers Assn., 485 Lexington Ave., New York 17.

An imaginative few of the
READING, VIEWING and LISTENING PUBLIC
may try to interpret your copy or script to be
LIBEL, SLANDER, INVASION OF PRIVACY, VIOLATION OF COPYRIGHT, PIRACY or PLAGIARISM
Good timing suggests being ready for such events by having our Special **EXCESS INSURANCE** before the claim arises. It is adequate for its special purpose and reasonable in cost.
For details and rates, write
EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St. · Chicago, 175 W. Jackson · San Francisco, 100 Bush St.

• **WSJS-TV**, Winston-Salem, N.C., has launched a series of "City Salutes" in a 16-city area promotion in the station's coverage area. Each salute is launched with a barrage of promotion, including an air-drop of toy parachutes, with each parachute promoting the station's new adventure strip and carrying contest entry blanks for a number of valuable prizes.

• Philadelphia's three commercial tv stations, **WRCV-TV**, **WFIL-TV** and **WCAU-TV**, pre-empted local and network time on Oct. 4, to broadcast in-school programs of educational station **WHYY-TV**, following a five-alarm fire that put the latter's studios out of use. More than 500 Philadelphia public schools were notified of the changes in times and channels via a special telephone relay from the office of the superintendent of schools.

• The **Philadelphia Inquirer** will publish its annual "Business & Financial Review & Forecast," on Jan. 9, 1961.

• **VITV**, St. Thomas, V.I., began telecasting on Sept. 17. The inaugural night of telecasting in the Caribbean territory, which included live and filmed shows, found more than 400 tv sets connected to the coaxial cable, approximately 30 miles of which has been stretched throughout the island.

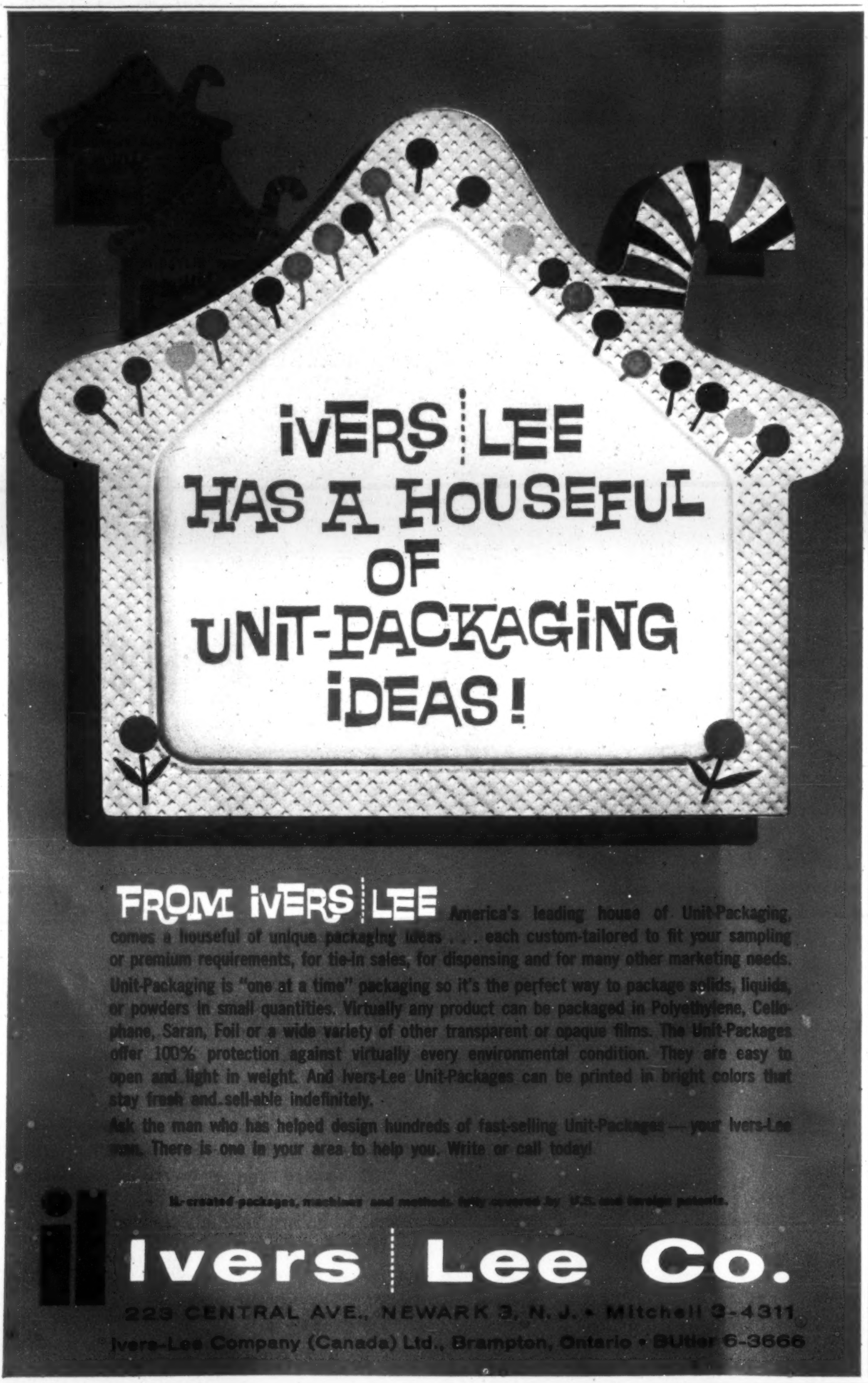
• **Fantasy & Science Fiction** was presented the Hugo award at the 18th annual meeting of the World Science Fiction convention for the best magazine of the year in the field for the third consecutive year. A special Hugo was awarded to Hugo Gernsback, often called the father of modern fiction, after whom the award is named.

• Aluminum Co. of America ran a 16-page special section in color on its Alcoa's Auto Show Preview in the Oct. 16, issue of the **Detroit Free Press.** The section included photographs of all the '61 cars, plus a special feature presenting long-range predictions about the dream car of the '70s.

• **WNEW**, New York, presented 323 transistor radios between July 4, and Labor Day in its "Hole-in-One Club," promotion. The station

Staunton Gibbs Drury

**MISSING "K"**—*John D. Gibbs, KQV, Pittsburgh, general manager, reports the missing "K" to officer Neil Staunton as Dick Drury, program director, looks on. The station is offering a $500 reward for the return of the missing "K" stolen from the station Sept. 21. In addition to giving clues as to its whereabouts over the air, the station also published a special newspaper for the occasion.*



FROM IVERS LEE America's leading house of Unit-Packaging, comes a houseful of unique packaging ideas . . . each custom-tailored to fit your sampling or premium requirements, for tie-in sales, for dispensing and for many other marketing needs.
Unit-Packaging is "one at a time" packaging so it's the perfect way to package solids, liquids, or powders in small quantities. Virtually any product can be packaged in Polyethylene, Cellophane, Saran, Foil or a wide variety of other transparent or opaque films. The Unit-Packages offer 100% protection against virtually every environmental condition. They are easy to open and light in weight. And Ivers-Lee Unit-Packages can be printed in bright colors that stay fresh and sell-able indefinitely.
Ask the man who has helped design hundreds of fast-selling Unit-Packages — your Ivers-Lee man. There is one in your area to help you. Write or call today!
IL-created packages, machines and methods fully covered by U.S. and foreign patents.
Ivers Lee Co.
223 CENTRAL AVE., NEWARK 3, N. J. • Mitchell 3-4311
Ivers-Lee Company (Canada) Ltd., Brampton, Ontario • BUtler 6-3666

IF YOU CAN AFFORD TO ADVERTISE ONLY TO YOUR PRIMARY PROSPECTS...
don't read this!

**If you are advertising solely to the men your salesmen call on** and are restricted by budgetary or other reasons from advertising to the policy-making groups in your field . . .

If you believe that the only worthwhile function of your advertising is to facilitate specific, traceable sales of your service or product . . .

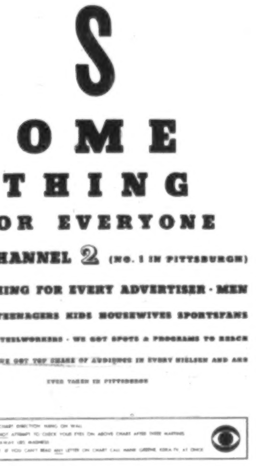
If you believe that corporate image advertising is for the birds (or for everybody else but you) . . .

Then, by all means, *do not read* the 16-page *un*illustrated booklet, in which you can learn about one of the most important policy-making groups in industry today, a group which not only sets Federal and State policy in its field, but also expends more than $3.2 million per individual buying unit and controls individual investments in plant and equipment running into the billions.

We say, *repeat*, we say *do not read*, do not ask for this booklet . . .

It might make you change your mind about where your advertising ought to go and what it can do—and then where would you be?

**NOTE:** If, in spite of all our admonitions, you're still with us, why not go all the way and ask us for the booklet? Packed with mind-changing data, it is particularly useful if you're selling common carrier transportation services or transportation equipment, packaging and shipping room supplies, materials handling equipment, public warehousing and industrial plant sites . . . or if you're merely doing something as unpretentious as attempting to influence the National Transportation Policy! The name of the 16-page unillustrated booklet, by the way, is The Transportation Management Group. It was prepared for your use, naturally, by TRAFFIC WORLD, *the weekly newsmagazine of transportation management.* Write us at 230 Park Avenue, New York 17.



S

OME

THING

FOR EVERYONE

ON CHANNEL 2 (NO. 1 IN PITTSBURGH)

SOMETHING FOR EVERY ADVERTISER · MEN

WOMEN TEENAGERS KIDS HOUSEWIVES SPORTSFANS

EGGHEADS STEELWORKERS · WE GOT SPOTS & PROGRAMS TO REACH

EM ALL AND WE GOT TOP SHARE OF AUDIENCES IN EVERY NIELSEN AND ARB

EVER TAKEN IN PITTSBURGH

EYE CHART DIRECTION: HANG ON WALL
DO NOT ATTEMPT TO CHECK YOUR EYES ON ABOVE CHART AFTER THREE MARTINIS
THATAWAY LIES MADNESS
NOTE: IF YOU CAN'T READ ANY LETTER ON CHART CALL HANK GREENE, KDKA-TV, AT ONCE

PROMOTION—*Direct mail pieces in the form of an eye chart are currently being mailed out by KDKA-TV, Pittsburgh, to promote its programming variety.*

presented a transistor radio to any player who scored an authenticated hole-in-one on the area's 250 public and private courses. The radios carried plaques attesting that the owners had scored holes-in-one.

• Several hundred members of the Navy League joined Continental Oil Co. officials and four admirals Sept. 28, to view the world premiere of the new "Blue Angels" series which opened in many markets Oct. 1. Officials of the oil company and its agency, Benton & Bowles, said the series will be shown in 68 major markets. The series was produced by **California National Productions.**

• In two major broadcast equipment changes, **KRLD**, Dallas, has installed a new General Electric 50kw am broadcast transmitter and has relocated its 10kw fm transmitter to increase its effective radiated power.

• Publication of the new International edition of the **New York Times,** to be printed daily in Paris and air-delivered the same morning throughout Europe, will begin Oct. 20.

• **WPIX**, New York, has launched a trade campaign to promote the station's claim that it is New York's prestige independent station.

• Following an extensive teaser campaign featuring fictitious "popular record artists," **WWOM**, New Orleans, promised its listeners that it would present the Top 40 as part of its celebration of the establishment of a quality music format six months ago. The station's announcers were instructed to recite the lyrics of such selections as "Kookie Little Paradise," "The Twist," "Pineapple Princess," "Devil or Angel," and "Mr. Custer," accompanied by soft string selections.

• A music dealer survey and readership surveys on musical instruments, phonograph records and audio equipment have been published by **Down Beat.** Additional information may be obtained from Charles Suber, Publisher, Maher Publications, 205 W. Monroe St., Chicago 6.

• The **Miami News** is now in its third year of delivering complete copies of its Sunday Review of the Week section free of charge to junior and senior public high schools in Dade, Palm Beach and Martin counties. The sections, which cover background news of the week, activities, history, art and book reviews, are used in social studies, history and current events classes.

• **Printing Developments Inc.**, a wholly owned subsidiary of Time Inc., has introduced a unique offset plate process which saves metal through multiple re-use. Known as the M-R-X (Metal Re-use X-Times), it features a new type of pre-treated metal plate and special chemicals which make it possible to use plates over and over again. Metal is saved by application of an M-R-X image remover and metal conditioner, which remove the old image and recondition the plate for additional use.

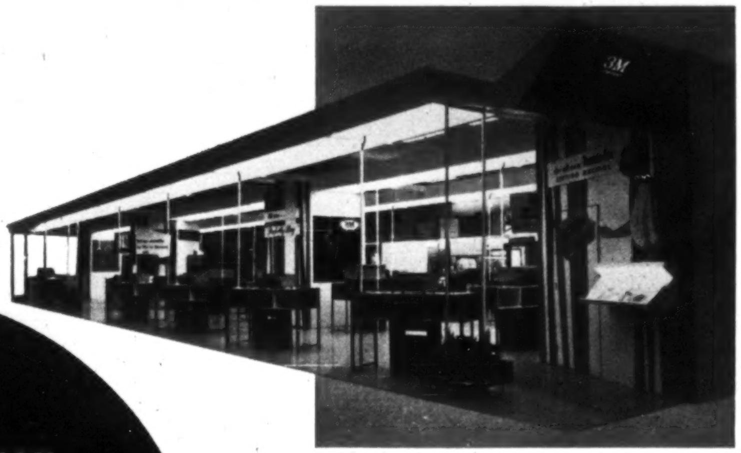
• In what it believes to be the first use of this technique in packaging material advertising, E. I. du Pont de Nemours & Co. will promote its cellophane by the use of peppermint-scented ink, in an insert in the November issue of **Package Engineering.** The ad explains how cellophane locks in the flavor and aroma of a variety of packaged products such as peppermint candies. A giant reproduction of peppermint sticks, supplemented by the aroma of peppermint candy, dominates the layout. Batten, Barton, Durstine & Osborn is the agency.

• **Department of New Laurels:**

**International Editions of the Reader's Digest** carried 14,776.9 advertising pages during the first nine months of 1960, against the 13,225.3 advertising pages carried in the corresponding 1959 period.

**Time's** advertising revenue for the first nine months of 1960 reached a record high of $37,000,000, exceeding last year's nine-months figure by $4,500,000. #

MISSILE ROCKET BALL POINT PEN
Make Your Premium
a Perfect "Shoot"
An Exact
Miniature
Rocket
New
different
exclusive, low
cost. Write for
quantity prices and
sample today.
R-W CORPORATION
22849 Ventura Blvd., Woodland Hills, Calif.

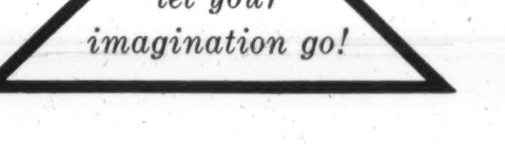


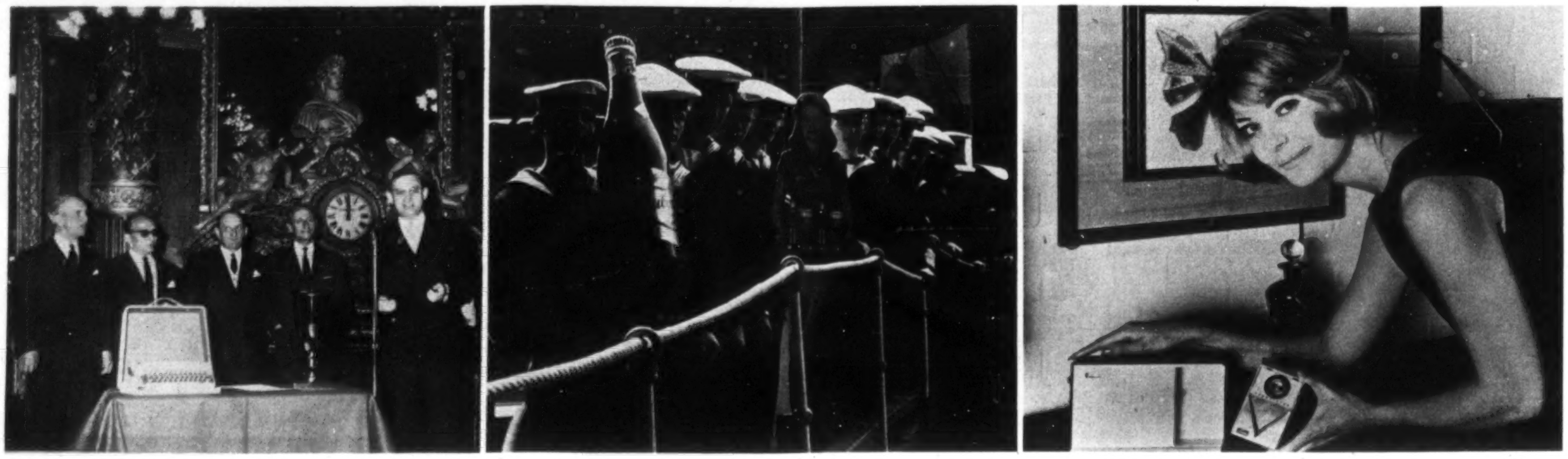
Design your displays for impact—not to be packed!

*let your imagination go!*

When you've planned ahead of time to ship displays via North American Van Lines, you end design limitations. Large sections or, in most instances, entire displays are loaded in a van at one time. Your sales literature and your products travel with the display—making sure there are no "holes" when you get to the show. At the show's end, you put on your hat and leave. North American takes care of the necessary details, and moves your display back to your plant or on to the next show. Ask your traffic manager, your local North American agent or write our World Headquarters in Fort Wayne for complete details.

NORTH AMERICAN VAN LINES, INC.
Dept. 25-3, Fort Wayne, Indiana
*The Gentle Giant of the Moving Industry*
♠♥♦♣ SPONSORS OF "CHAMPIONSHIP BRIDGE" ON ABC-TV





Carpentier Lorber Rodel Vialar Celier

**ON THE INTERNATIONAL PUBLICITY FRONT**—*Remington Rand's Travel-riter portable typewriter has just won the "Gold Cup of French Good Taste" (an award given to the company introducing the product most typical of French good taste), and some 400 people turned up at this Parisian affair to watch Charles Celier, general manager of Remington Rand France, accept the award. Standing solemnly behind the typewriter and the "Gold Cup" are George Carpentier, onetime French boxing champion; Jean Lorber and Raymond Rodel, treasurer and president, respectively, good taste committee; and Paul Vialar, novelist and former president of the Society of Men of Letters. Back in New York, Danisco Inc., importer of Tuborg beer from Copenhagen, lined up some Danish sailors to pose with a Tuborg display bottle and a merchandising replica of the "Tuborg Golden Girl." Also in New York, Transistor World Corp., importer of Toshiba radios from Japan, recruited a glamorous model to show Toshiba's new portable-table model transistor set—it works on either house electric current or batteries and fits into a speaker box to become "a decorative mantel piece."*

### *Crutcher, Hardin, McLaren, Penninger Join Compton*

Marian Crutcher and Mary Hardin have joined Compton Advertising, Chicago, as copy group heads. Miss Crutcher was formerly creative group supervisor of Grey Advertising Agency, New York, and Miss Hardin was formerly with Clinton E. Frank Inc. At the same time Robert Penninger and George McLaren have joined Compton as media buyers. Mr. Penninger was formerly a media buyer at Kenyon & Eckhardt, and Mr. McLaren was a media buyer at Wade Advertising.

**PLEASE DON'T SHOUT AT ME**

There are few habits more annoying than that of raising one's voice unduly for the sake of argument. Certainly, the strident tones of many current radio announcers have driven adult listeners away from radio in great numbers. These former listeners simply refuse to be shouted at; to be talked down to by sloganeering "color radio" stations.

In Boston, these adult listeners now have a station that talks their language, moderately and convincingly. WEZE, as a part of its "Wonderful World of Music" format insists on solid selling . . . in a reasonable, well modulated voice.

These commercials, broadcast between quarter or half-hour segments of uninterrupted album music, have helped WEZE's sponsors to solid sales results and, because people would rather be talked to than at, WEZE's listenership has continued to grow, putting the station among the leaders in Boston radio.

Ask your Hollingbery man for the full story of WEZE audience and format. He won't shout at you.

***AIR TRAILS STATIONS ARE***

**WIZE** Springfield
**WING** Dayton
**WCOL** Columbus
**WEZE** Boston
**WKLO** Louisville

1260 WEZE BOSTON
THE WONDERFUL WORLD OF MUSIC

### *Nalley's, IXL Merge*

Two Pacific Coast food processing companies, Nalley's Inc., Tacoma, Wash., and IXL Food Co., San Leandro, Cal., have merged. Both companies will retain their individual identities and brands and will continue to operate with the same personnel. Nalley's processes a varied line of foods under its own label. IXL for 65 years has specialized in Spanish and Italian style canned foods. The annual sales volume of the two companies has exceeded $28,000,000. L. E. Landon, president of Nalley's will direct the combined corporation.

PIN-UP—*The photographer went behind the scenes at the creation of the Tuborg display piece and revealed the girl behind the Golden Girl.*

### *Meredith Boosts Boersma*

Larry Boersma has been promoted to the New York sales staff of *Better Homes & Gardens*. He had joined the advertising sales department of Meredith Publishing Co. in 1959.

## *Photog Finds Real Golden Girl Behind Advertising Facade*

LONDON, Oct. 11—The photograph at left got a lot of mileage in the European press when it was released by the Erwin Wasey, Ruthrauff & Ryan pr department in London.

It also is informational as a fuller explanation of the Tuborg publicity picture above, for it indicates that the "Golden Girl" was not exactly wearing a dress when she posed for the display piece in Copenhagen, but was simply draped in a piece of gold cloth, as noted by the somewhat over-eager photographer.

The annoyed model is Danish movie actress Annette Stroyberg, whose claims to fame include the fact that she succeeded Brigitte Bardot as the wife of French movie producer Roger Vadim. #

### *Jell-O Adds Two Flavors; Holds 'Election' Campaign*

Advertising support breaks this month for two new flavors, pineapple cream and caramel, which have been added to the Jell-O instant pudding line. Color pages in Sunday supplements and spot radio will be used, plus point of sale material.

General Foods Corp. also has begun an "extensive" campaign for Jell-O gelatin built around an election theme, "Vote for your favorite Jell-O flavor," and "Voting is a privilege, Jell-O is a treat." Advertising includes spot and network television, spot radio, Sunday supplements, magazines and point of sale. Young & Rubicam, New York, is the Jell-O agency.

### *Koret Plans Spring Tie-ins*

Spring fashion advertising for Koret of California, maker of ladies' wear, will include tie-ins with Sea & Ski suntan products and Rolley of France sun glasses. First ad will be a color page in the December *Seventeen*. Color spreads are scheduled for February, March and April issues of *Glamour*, and color ads will run in the *New York Times Magazine* during March and April. Ad mats, radio scripts, store display materials and travel posters are also included in the campaign. Wyman Co., San Francisco, is Koret's agency.

### *E. M. Pitts Joins McDowell*

Edmund M. Pitts, a former Young & Rubicam and J. Walter Thompson Co. account executive, has joined the consulting firm of McDowell-Mitchell Associates, Wilmington, Del., as director of the new advertising and marketing division. He will also serve as a pr account executive.

### *Mid American Adds Account*

Habbersett Bros., Media, Pa., has appointed Mid American Advertising Agency's eastern division, Philadelphia, to handle its advertising. An "extensive" campaign for the company's sausage and scrapple will be launched soon.

AUGUSTA
COLUMBUS
MACON
SAVANNAH

**The Georgia Group is now a foursome!**

Now Savannah joins Augusta, Columbus and Macon in the Georgia Group . . . creating a dynamic $2 billion dollar market . . . 28th in size nationally! The Georgia Group is a package buy . . . it's one order, one bill, one check, and savings up to 13% on each 10,000 lines. Play Georgia's billion dollar fairway with the *winning* foursome . . . the bigger, more powerful Georgia Group!

THE Georgia Group

**AUGUSTA** *Chronicle and Herald*
**COLUMBUS** *Ledger and Enquirer*
**MACON** *Telegraph and News*
**SAVANNAH** *News and Press*
*Represented nationally by*
**THE BRANHAM COMPANY**

## $23,091,531 Budgeted by States for Travel Ads, Curtis Reports

PHILADELPHIA, Oct. 11—A total of $23,091,531 has been budgeted this year by 270 state, area and community organizations throughout the U.S. for advertising and promotion to attract tourists and vacationers, according to the research department of Curtis Publishing Co.

The same organizations are spending an additional $8,227,723 this year to promote industry, according to Curtis, which breaks down these figures by city and state in its 14th annual report on "State, Area and Community Advertising and Promotional Expenditures."

The report estimates that expenditures by U.S. residents for all forms of travel in 1960 will be $21 billion, compared with $10.6 billion in 1950. This includes expenditures by tourists for food, beverages, clothing and sportswear, as well as fares for railroad, airline and other transportation.

■ The states which are reportedly spending more than $1,000,000 for tourist, vacation and industrial advertising and promotion for 1960-'61 are: Florida, $5,529,752; California, $2,447,654; Hawaii, $1,711,000; New York, $1,700,916; Virginia, $1,116,697; and Arkansas, $1,048,200.

These figures include the costs of advertising, publicity, promotional literature, own periodicals; tourist information service, and all other costs, including administrative.

The report also lists tourist advertising and promotional expenditures by neighboring countries and areas to attract tourists from the U. S. Canada will budget $2,687,178 for this purpose during the next fiscal year. The Bermuda Trade Development Board will spend $1,538,000 and the Nassau, Bahamas Development Board will budget $2,267,482 for the promotion of tourism. #

### Harrison Names Healy

Harrison Laboratories, Berkeley Heights, N.J., maker of power supplies, has appointed Healy Advertising Agency, Montclair, N.J., to handle industrial advertising, direct mail and publicity.

### Wexton Adds Ballerina, Topps Chewing Gum

Wexton Co., New York, has been named to handle advertising for a new company, Ballerina Mfg. Co., Garfield, N. J. The company is running a spot tv campaign in New York through mid-December on WNBC-TV, WPIX, WOR-TV, and WNEW-TV. The spot drive, said by the agency to total $250,000, features the "Little Ballerina Dance Studio," a home practice kit including a ballet practice bar, an instruction booklet and a long-playing record.

Wexton also has been named to handle advertising for Topps Chewing Gum Inc., Brooklyn, maker of Bazooka and Blony bubble gum. Grey Advertising Agency previously handled the account.

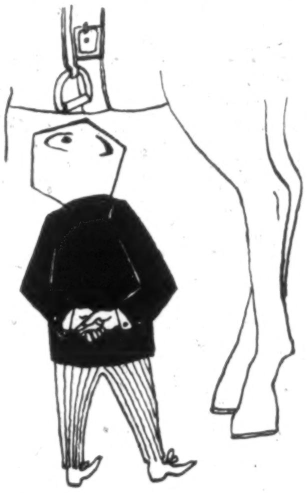
### IGA Launches Push to Get Voters to the Polls

Independent Grocers' Alliance of America, Chicago, voluntary foodstore chain, is conducting one of the most widespread and heavily concentrated campaigns outside of political circles to get voters registered and to the polls on Nov. 8. Some 5,000 IGA foodstores in 46 states will support the "Lights On! Votes Out!" campaign which will urge people to turn on their porch lights on election eve between 8 and 9 p.m. as their pledge of voting the next day and as a reminder to their neighbors to do likewise. Advertising for the campaign is slated in 3,000 newspapers.

WESTERN HORSEMAN

Leader in the Western
Equestrian Field
107,657—Dec. 31, 1959
ABC

3850 NORTH NEVADA AVENUE
COLORADO SPRINGS COLORADO



in Westchester
the new view is important

WESTCHESTER'S MORNING NEWSPAPER
**DAILY TRADER**
55 Church St., White Plains, N. Y.

REPRESENTED NATIONALLY BY
RALPH R. MULLIGAN
NEW YORK-CHICAGO-DETROIT-LOS ANGELES

*FIRST in Cleveland in TOBACCO ADVERTISING**

*6TH in America in total Advertising*

Cleveland Plain Dealer

**RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES**

| COMMODITY | CLEVELAND CUYAHOGA COUNTY (000) | 26 ADJACENT COUNTIES (000) | TOTAL (000) |
|---|---|---|---|
| Total Retail Sales | $2,347,689 | $1,977,224 | $4,324,913 |
| Retail Food | 581,935 | 498,319 | 1,080,254 |
| Retail Drug | 92,487 | 59,441 | 151,928 |
| Automotive | 357,776 | 368,264 | 726,040 |
| Gas Stations | 144,966 | 161,669 | 306,635 |
| Furniture, Hsld. Appliances | 121,723 | 86,025 | 207,748 |

*(Source, Sales Management Survey of Buying Power, May 10, 1960)*

**Akron, Canton and Youngstown Counties are not included in above sales**

HERE IS THE
COMPACT MARKET
WITH RETAIL SALES
LARGER THAN ANY
ONE OF 35
ENTIRE STATES

*Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.*
*Eastern Resort, Travel Representative: The Kennedy Co., 420 Lexington Ave., N. Y. • 9801 Collins Ave., Miami Beach 54, Fla.*

**Source; Media Records*

Bryan
Wulfeck
Horstmeyer
Kanter
Langhoff
Buzby
Larrabee

**BETWEEN SESSIONS**—*In attendance at annual conference of Advertising Research Foundation were the client-agency team of Arthur C. Bryan and K. L. Horstmeyer (Union Carbide) and Wallace H. (Doc) Wulfeck (William Esty Co.); two agency researchers, Donald L. Kanter (Tatham-Laird) and Peter Langhoff (Young & Rubicam); and G. Carroll Buzby, Chilton Co., and C. B. Larrabee, American Chemical Society. The conference was reported in Advertising Age last week.*

Stickin' around WITH kleen-stik®

GET IT UP ... KEEP IT UP ... WITH KLEEN-STIK

**K-S At Bat for BLATZ**

IDEA NO. 179

Baseball and beer go together like . . . er . . . beer and baseball! Small wonder, then, that **Pabst Brewing Co.**, Milwaukee, and its Dir. of Sales Promotion, **Barney Brienza**, chose a baseball *motif* for their summer P-O-P display promoting **Blatz** beer. It's a marvelously clever 3-D beer-can ball-player, complete with cap, glove, ball, and bats. Strips of sturdy-stickin', peel-and-press **Dubl-Stik** on side and feet hold him *firmly* in place in store windows, counters, backbars, etc. Championship full-color litho job by **Allen Lithographing Inc.**, Chicago.

WORLD'S MOST VERSATILE SELF-STIK-ing ADHESIVE

**Colorful Can-Topper for S-W**

IDEA NO. 180

GET IT UP ... KEEP IT UP ... WITH KLEEN-STIK

*Color sells* for **Sherwin Williams Co.**, famous Cleveland paint producer. So Gen. Mdsg. Mgr. **D. W. Campbell** and Sales Prom. Mgr. **L. W. Dashbach** devised this *oh-so-ingenious* eye-stoppin' "topper" for paint can displays. The circular base is printed to match the color in the can—giving a realistic look of the brush being withdrawn! Cleverly die-cut and easeled, it's made eminently work-able by adding a strip of **Dubl-Stik**—the *self-sticking* adhesive that holds tight, even on metal. A job to be proud of—produced by S-W's own **Printing Division**, under the capable direction of Supt. **Bob Weber**.

**In cans or out of cans, modern moistureless Kleen-Stik *can* help sell practically *any* product. Get helpful ideas from your regular printer, lithographer or silk-screener ...or write for best-seller booklet, "101 Stik-Triks" today.**

kleen-stik
PRODUCTS, INC.
7300 West Wilson Avenue
Chicago 31, Illinois

## Complacency Is Marketing Suicide in '60s, MacManus' Jones Warns Pfizer Sales Session

GROTON, CONN., Oct. 11—Business suicide is in store for complacent marketers during the viciously competitive '60s, while good corporate health will be the hard-earned reward for those who will market creatively.

That's the marketing forecast for the next ten years by Ernest A. Jones, president, MacManus, John & Adams, delivered at the sales convention of Chas. Pfizer & Co.

Twofold creative marketing, providing penetration of present markets as well as projection of future markets, is the medicine the Pfizer agency head specified, as he warned against "marketing myopia" in the '60s.

Mr. Jones' prescription for the survival of a business in the decade of ever shifting markets consists of (1) taking the whole view, (2) locating itself accurately in the entire industry picture, and (3) adjusting to change, "the great constant in business today."

■ As a classic example of shortsightedness in marketing, the president of the Bloomfield Hills, Mich., agency cited the case of a Libertyville, Mo., manufacturer, the last buggy whip plant in the U. S.

It closed its doors forever in the late spring of 1926, Mr. Jones said, because its managers did not realize that they were in the "power-stimulator sub-section" of the transportation business and that they might have survived if they had switched from "horse starters" to any of those devices that start automobiles.

"True creative marketing, fully grasped, would have bridged the gap," Mr. Jones said.

Automotive parts that will not need replacement, lifetime tires and other revolutionary products predicted for the near future—as well as measured calorie food concentrates already in the kitchens of thousands of homes—are harbingers of change the respective industries will have to adjust to, he said.

■ Admitting that people will probably never lose their taste for actual, chewable food, Mr. Jones nevertheless pointed to home-baked bread and breakfast pie, menu items that have fallen out of the picture within a generation, as graphic examples of inexorable change in food fashions.

"The average American today no more eats like his father and grandfather than he dresses like them, and I am sure that this acceleration from old habits, this taste revolt, will be accentuated in the '60s," he predicted.

Penalties for allowing things to go along as they have been will be high, for new products during this decade will not be "leaked" out on a tentative, trial basis, but will come in a torrent which may sweep the unprepared marketer away, he said.

"Today should be the operational point established yesterday for the assault on tomorrow," Mr. Jones said.

■ Plans to make the most of the "urgent, nervous markets of the '60s, with little leeway for the tardy, no grace period for the undecided and little leniency for the latecomer," should be well beyond the talk stage right now, according to the agency president.

He emphasized that only "aimed" advertising and "aimed" marketing will get through the "sales static," because the competition for the eyes and ears and mind of the consumer will be vastly greater.

"Before the decade is out more than 50% more advertising will be directed at just 20% more people," Mr. Jones said.

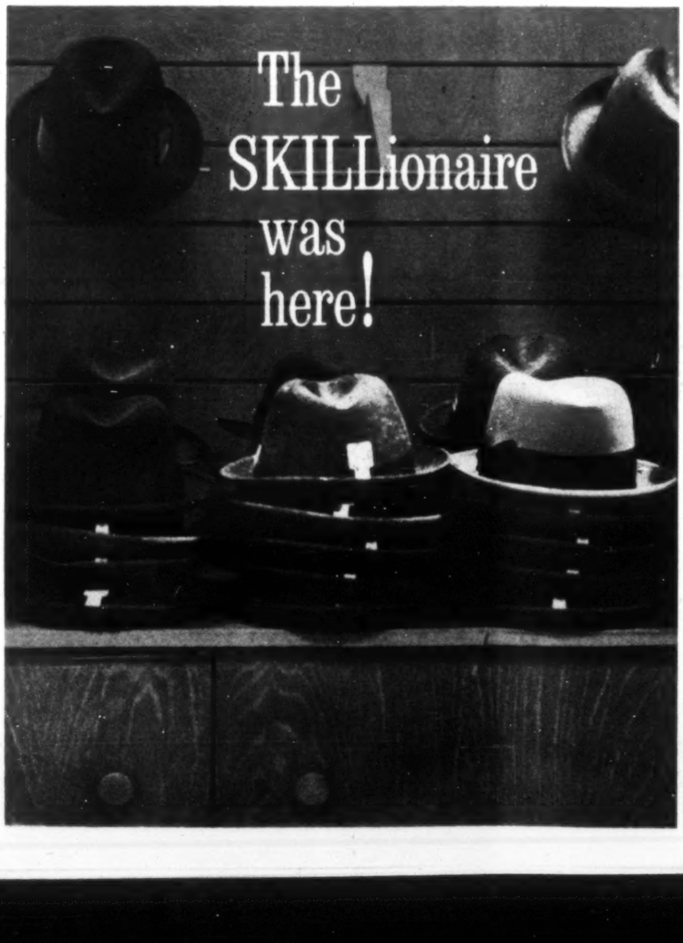
He also stressed the role of institutional advertising, claiming that no portion of the advertising dollar has more potential for the present and future well-being of the advertiser than the fraction devoted to maintaining and enhancing the corporate reputation.

■ "Products change, men pass on, markets disappear. The constant factor in any business is its reputation," Mr. Jones told the Pfizer group, adding that no other commercial endeavor depends so largely on public faith as does the chemical industry.

Speaking of chemicals, he said he could not think of any other business in which the advertising dollar is forced to run as far.

"It has to pitch, catch and take tickets," according to Mr. Jones.

He warned that an advertising budget can be squandered without visible effect if adequate marketing information—to guide pricing, packaging, distribution methods, and media use—is not considered in management decisions. The collection of these data is a primary responsibility of any first-class agency, he said. #



### Capper-Harman-Slocum Changes to Home State

Capper-Harman-Slocum, Cleveland, has changed its name to Home State Farm Publications Inc. The company publishes *Ohio Farmer, Michigan Farmer, Pennsylvania Farmer, Indiana Farmer, Kentucky Farmer* and the *Tennessee Farmer & Homemaker*.

SAN DIEGO CALIFORNIA BUYS MORE!

## Quebec Wine Makers May Become $500,000 Advertisers: Courcy

MONTREAL, Oct. 11—Advertising worth approximately $500,000 to Canadian newspapers and magazines annually will become a reality if Quebec winegrowers continue to improve their product and make a concerted effort to meet competition from Europe and the U.S.

Alcide Courcy, Minister of Agriculture for Quebec, made the announcement while tendering a reception for Eirian Evans, dairy queen of England and Wales, and Armandine Laflamme, queen of the Quebec dairy industry at Quebec City.

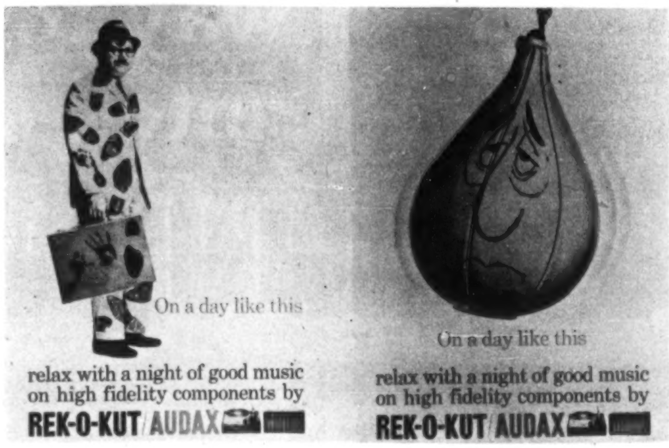
Mr. Courcy said there are encouraging signs that Quebec will have its own winegrape industry in full swing within a few years and that growers will enter the advertising field with a substantial budget. It will probably rival the National Dairy Council's outlay of $500,000 annually, he said.

■ Mr. Courcy displayed samples of hybrid grapes produced experimentally at Oka, Que., which are considered of superior wine-making quality to those anywhere in the U. S. and certain parts of France.

Once the industry is properly girded for mass production, its advertising, he said, will extend into the $500,000 mark annually. Most of the ads will be placed in leading national magazines and newspapers with radio and tv catching a fair share. #

### *Rodkin Gets Milk Account*

Dairy Merchandisers, Skokie, Ill., manufacturer of Count Calorie, a dietary food milk, has switched its account from Herbert Baker Advertising to Sander Rodkin Advertising Agency, both in Chicago.


On a day like this
relax with a night of good music on high fidelity components by
REK-O-KUT AUDAX
On a day like this
relax with a night of good music on high fidelity components by
REK-O-KUT AUDAX

STEPPED ON—*Rek-O-Kut high fidelity systems is running a series of posters in Long Island Railroad stations, tying in with local dealers, in a four-month campaign. Wexton Co. is the agency.*

### *Financial Adclub Elects Page*

Shelby H. Page, senior vp of Ogilvy, Benson & Mather, New York, has been elected president of the Advertising Agency Financial Management Group, New York.

### *Breuer Names O'Grady*

Breuer Electric Mfg. Co., Chicago, has appointed O'Grady-Andersen-Gray, Chicago, to handle its advertising. Grimm & Craigle, Chicago, is the former agency of record.

Appliance Service is big Business

For facts about this fast growing industry ask for your copy of Market File "A".

ELECTRIC APPLIANCE Service NewS

505 N. LaSalle St., Chicago 10, Ill.

1959 Furniture, Household, Appliance Store Sales: $86,566,000

With furniture, household, and appliance store sales exceeding $86 million last year, San Diego County placed 11th among the nation's 200 leading counties — ahead of counties like these:

SAN FRANCISCO, CALIFORNIA ........ $84,176,000
HARRIS (HOUSTON), TEXAS ........ $84,020,000
BALTIMORE, MARYLAND ........ $83,022,000
DADE (MIAMI), FLORIDA ........ $82,334,000

The San Diego market is reached and sold through two metropolitan dailies: **The San Diego Union** and **Evening Tribune.** Combined daily circulation is more than 200,000 (227,678 ABC 3/31/60). A Facts Consolidated survey shows family readership (evening-and-Sunday combination) of 86.9 per cent.

SALES ESTIMATES COPYRIGHT 1960 SALES MANAGEMENT "SURVEY OF BUYING POWER"

The San Diego Union | EVENING TRIBUNE

"The Ring of Truth" Copley Newspapers

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*Advertising Age*

**Feature Section**

*Beer and Autos on Autumn TV*

*Diamond Discusses a Slogan Case*

*International Aspect of Marketing Gains*

*Guarantee Important: Woolf*

*Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.*

THE NATIONAL NEWSPAPER OF MARKETING

***McMahan on TV Commercials . . .***

# Beer Raises a Fine Head for Autumn

*Harry McMahan, tv consultant and former head of tv commercial operations at McCann-Erickson and Leo Burnett agencies, each month reviews outstanding campaigns and examples of current television advertising, commenting on new trends and techniques in the business.*

**By Harry W. McMahan**

Beer has a hard time keeping its head in television. Regional breweries, with all their other problems the last few years, are never sure they're using the medium successfully.

Harry W. McMahan

What goes in print doesn't necessarily go in tv. You can't show people drinking the product on the air. High production costs may alter original campaign intentions. And it's not easy to get the right beer-drinking jingle for the sound track, or the right appetite appeal for the picture.

Too, the U. S. Brewers Foundation in its tv spectaculars earlier this year set some pretty poor examples. One, for instance, presented Irene Dunne hostessing a swank soireé—not a Hollywood backyard barbecue or a simple luncheon but a hoity-toity cocktail-type event where beer was an obvious gate crasher.

■ Under the circumstances, Miss Dunne would have had a hard time convincing anyone she really served beer, even if she burped in the middle of the commercial. It was a painful misuse of tv.

So now it's nice to note that at least three regional brewers have come up with commercials you can blow the foam off and say "Cheers" to:

### *Rheingold 'Doin' It'*

Rheingold, New York's market topper, does so many things *right* in this new campaign.

First, they start with a good pop tune (you know the one: "birds do it, bees do it . . . even educated fleas do it . . . ") and they've written some sharp lyrics to set the scenes for appetite appeal:

> "Folks who like their steaks rare . . . do it . . .
> Even fans of camembert . . . do it . . ."

Then they localize the lyrics to Westchester sport cars, Greenwich Villagers, Long Island situations and the like. So, in a walloping portfolio of what must be a dozen commercials, they've got everyone doin' it: drinkin' Rheingold beer.

■ On top of this, they use Johnny Desmond to sing out one commercial, Jaye P. Morgan another, Bert Parks still another (I never knew he could sing anything but "Miss America"). All plus a vocal group that can come to my beer-bust any day.

Now, set this music to some of the most appetizing food-and-beer shots ever to come to tv. Clambakes. Cook-outs. Wienie roasts. Spaghetti dinners. With the beer flowing freely all the while.

Come to think of it, it must have been an awful temptation for Rheingold to have done an election theme this year, what with the Miss Rheingold election coinciding with the Nixon-Kennedy fracas. They deserve a medal. This is a far, far better thing they do.

Credits: FC&B, New York, is the agency. Sarra Inc. produced.

Tab this as one of the most effective tv campaigns ever done by a brewery. A good head there, boys.

### *National Boh vs. Hamm's*

What sells beer in one part of the U. S. doesn't always work in another section. Rheingold found this out a few years back when they tried to invade California. But Miss Rheingold was rejected at the pools and Rheingold eventually had to withdraw.

Meanwhile, Hamm's came out of the "Land of Sky Blue Waters" and cracked right on up into second place in this tough market.

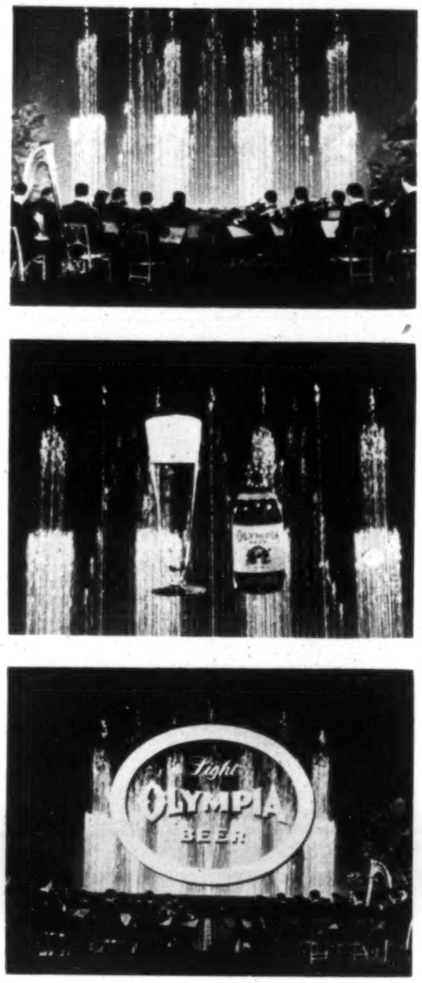
Hamm's then decided to stretch East this last year. They bought the Gunther brewery in Baltimore, bought the Orioles for tv and were out to repeat the West Coast success. I, for one, figured their chances were good.

■ But regional loyalties are strange. Gunther customers still mourned at the bier of a departed friend. National Bohemian kept plugging its "Land of Chesapeake Bay" theme against the "Land of Sky Blue Waters" intruder. This sort of tv advertising already had won a commending resolution from the Maryland legislature for National Boh—and they're keeping up with more of the same.

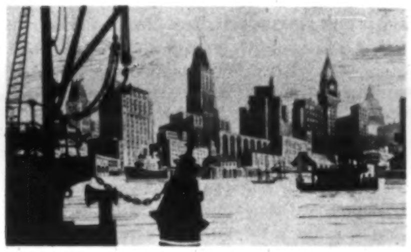
Latest is "Excursion on Chesapeake Bay," again in their unique woodcut styling. (Doner is the agency; Quartet produced.)

So, as autumn leaves turn, National Boh is reported holding its own very well. The Orioles blew the pennant to the Yankees and with it went Hamm's tv ace. Now National Boh steps up with the Baltimore Colts for their tv turn.

Word around Baltimore is that Hamm's so far has laid a $5,000,000 egg . . . hardly the sort of egg one likes in one's beer.



Olympia Brewing Co.



National Brewing Co.

Liebmann (Rheingold)

Rheingold
EXTRA DRY
Lager Beer

### *Olympia: 'It's the Water'*

In the Pacific Northwest, Olympia beer says "It's the Water." Some beers claim "it's the bubbles." Schlitz says it's the hops, or the kiss thereof, and Pabst once owed it all to the malt. (No one ever admits it's the *alcohol.*)

But Olympia has said it with good artesian consistency and they've said it in many intriguing ways. The water flows like beer through their advertising. A recent tv campaign had Truman Bradley going down Rogue River to key this theme.

Now, their latest entry is a "Dancing Waters" show-type of fountain display. The fountains spray and play in rhyth-

mic patterns to orchestral accompaniment. Tricky. Pretty. A fresh embellishment of a consistent theme.

Botsford, Constantine & Gardner, Seattle, is the agency. Cascade, Hollywood, produced, using its ingenious Mattescope process.

### *Zest, too, for $H_2O$*

Water, too, has been Zest's stock in trade for successful tv. Gals tobogganed into it. Slow motioned out of it. Men showered in it. Families surfed in it.

Now comes a new Zest commercial that certainly makes the most compelling emotional use of it.

This time it's rain.

This time it's the childhood memory of running in the rain—as it flashes to the mind of a woman who looks like a mixture of Ingrid Bergman and Debbie Reynolds.

There are phrases like "makes water soft as rain" and "fresh-as-a-child feeling." But most of the good telling of the story is in the spendid camera work and sensitive direction.

This is a very artful selling job. Benton & Bowles is the agency; Transfilm-Caravel produced, with Peter Griffith in charge.

### *Schweppervescent, for Sure*

Narration for commercials is hard enough to write, but there is only a handful in the business who can go a step further and write good dialog that rings true and still sells—*without* a straight pitch at the end.

This kind of rare commercial is Schweppes tonic water's "Men's Club." Commander Whitehead, the bearded bard of the Schweppervescent bubble, is of course the star. Reginald Denny and Melville Cooper, stars themselves, support. The cry for "Author!" brings an answer from Lee Thuna at Ogilvy, Benson & Mather, the agency. MPO produced.

### *Toy Revolution: Mr. Machine*

"Here he comes, here he comes—greatest toy you've ever seen—and they call it . . . 'Mr. Machine' . . . "

If you have any kids under ten in your house you've probably heard a free rebroadcast of this hot jingle from the hottest toy commercial of the pre-Christmas season. Even at a list of $11.95 the stores are having a hard time keeping it stocked.

The walking robot demonstrates like crazy in its tv march. Among other things, Junior can take it apart and Dad can put it back together (or, more likely, vice versa). The jingle is just right: simple, marchy, memorable, repeatable in chorus as the kids themselves sing it on the sound track.

Grey is the agency and, most interesting: this marching robot is such a success they're now tagging all Ideal toy, doll stuffed animal commercials with the Mr. Machine identification. In effect: to let the stores, the parents and the kids know that *this* product, too, comes from the company that makes the hit toy of the year and "—it's Ideal!"

Shrewd, eh?

### *Newspaper Uses TV IDs*

Most newspapers, if they choose to exploit their own medium on tv, generally swing it like a dull hatchet, hacking away with hard sell on their personalities and features.

Not so the *Los Angeles Times.* Maybe because they own their own tv station (KTTV) or maybe because they're well counseled by Donahue & Coe, they're doing a first-rate job of "image" advertising. And doing it with :10 IDs.

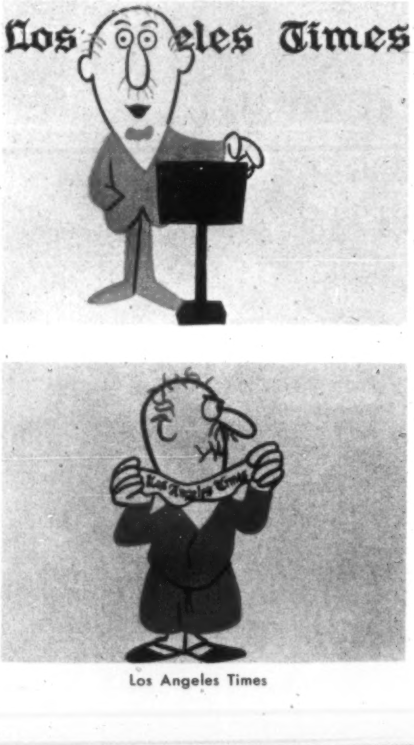
Humor is a key, cartoon is the technique (Pantomime, Hollywood, produced). One of the IDs, for instance, has a Robert Benchleyish character picking up the Sunday paper. Suddenly, family hands come in from all directions, swiping sections of it, leaving him with only a small sliver of the front-page masthead. He holds it up wistfully: "—The *Los Angeles Times* . . . my favorite newspaper . . ."

Another has the same man at a rostrum saying: "Today I want to talk about subscriptions to the *Los Angeles Times.* And I can put it in one word: "*Subscribe!!!*"

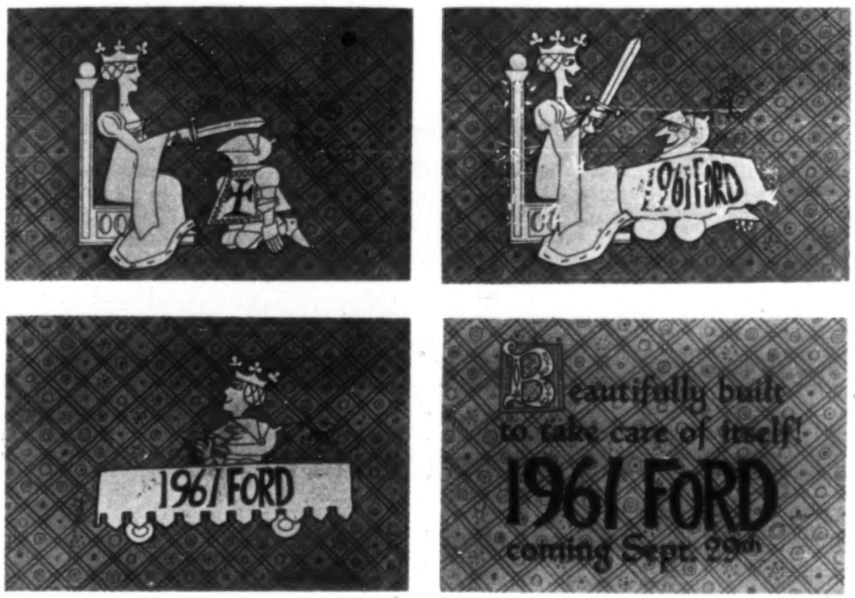
Tv must have come of age when newspapers get this smart . . .

Procter & Gamble

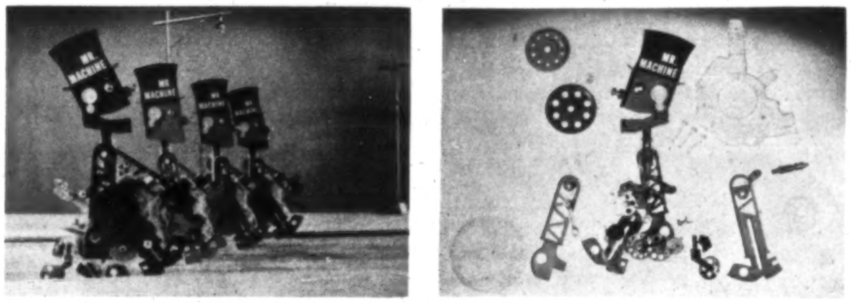
Schweppes



Los Angeles Times

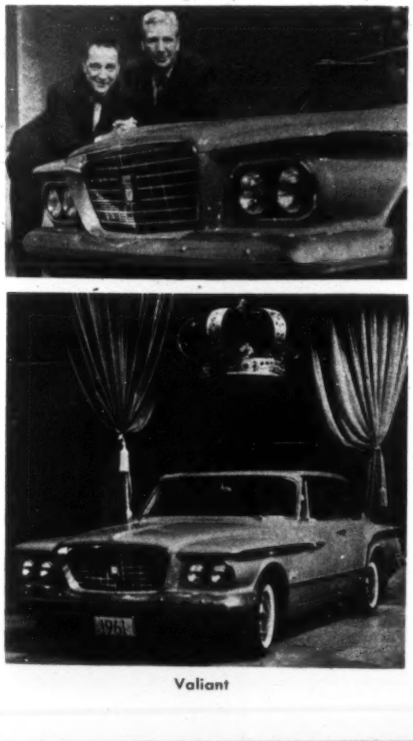


Ford Motor Co.



Ideal Toy Corp.

Plymouth



Valiant

### *New Car Commercials: Ford*

As deadline neared, the 1961 new car commercials were upon us.

Ford was among the cleverest with the pre-announcement teasers. These geared

## A strong simple selling idea . . . dramatically presented

***This ad demonstrates the principle we follow in preparing advertising for our list of clients. But our best advertisement is the list itself:***

General Foods Corporation
The Procter & Gamble Company
Pepperell Manufacturing Company
Association of American Railroads
American Express Company
Avco Corporation
The Norwich Pharmacal Company
Carling Brewing Company
Philip Morris, Inc.
Mutual Of New York
H. C. Moores Company
Railway Express Agency, Inc.
International Business Machines Corp.
S. C. Johnson & Son, Inc.
Florida Citrus Commission
General Aniline & Film Corporation
Western Union Telegraph Company, Inc.
Kentile, Inc.
Schick Incorporated
Allied Chemical Corporation
Savings Banks Association of the State of N.Y.
Shulton, Inc.
Chemical Bank New York Trust Company

*(Clients listed in order of length of service.)*

B&B
*BENTON & BOWLES, INC.*

to their strong '61 theme which was established even in their :10 and :20 dealer spots.

One :20 had the Queen crown the creaking-armored knight with "Wouldst like to go 30,000 miles without a chassis lube?" CREAK. "—Then get a 1961 Ford." She knights him, he turns into a Middle Ages symbol of the new car and, as they drive off together, she pays off the theme line: "Beautifully Built to Take Care of Itself."

Script by Ray Leicht, JWT; courtly cartoons by Playhouse.

### *Valiant: Garry Moore & Tape*

Valiant is using the line "King of the Compacts" (perhaps to outrank Ford's Queen). Sharing time with Plymouth on the opening Garry Moore show, the commercials were videotaped. CBS—or CBS Television Production Sales, to be exact—handled for N. W. Ayer.

Good depth-of-focus in staging gave some interesting three-way shots of the Plymouth, and Garry Moore's personal salesmanship was its usual plus.

Other Chrysler Corp. cars, along with Plymouth and Valiant, went to color for the Fred Astaire special. More on the other cars next month, but a quick closing notation on Volkswagen here is timely.

### *Volkswagen: What's New*

While American cars are making much of their new 1961 models, Volkswagen has smartly timed a flight of new commercials to hit the airwaves. One is especially adroit in playing up the fact VW *doesn't* change models every year.

It's a brightly dramatized story of how the Volkswagen people went to a famous Italian car designer to see what he would change in its styling. Much ado (in Italian, no less) as they discuss. Then, the moment of truth: he chalks the rear window as to how it might be enlarged.

It is done! In a lap dissolve, the transformed VW rolls out from the chalk. All this is played lightly, almost tongue-in-cheek, until the every end and the moral of the piece: "A Volkswagen is never changed to make it *look different*—only to make it *work better* . . ."

The commercial was produced in Milan, Italy, and New York City by VPI, a new Manhattan film house. Doyle Dane Bernbach is VW's agency.

They won't like it in Detroit. #

Volkswagen

### *Employe Communications . . .*

# Employes Approve Health Columns

**By Robert Newcomb and Marg Sammons**

*(Mr. and Mrs. Newcomb operate their own organization in employe relations.)*

In the planning stages of a company publication for employes, managements sooner or later are confronted by the question: Shall we have a health column in this new magazine?

Often the answer is, "No." The management decides that, if the employe wants to keep posted on health matters, he has plenty of departments available to him in the newspapers and magazines he reads; that the company shouldn't waste costly space by competing with the general press.

■ The reasoning is sound enough, but the curious fact is that, when employe publications are checked for reader interest in health columns (sometimes called "doctor columns"), the acceptance invariably runs high. The less professional the language, of course, the better the acceptance.

Company medical men, naturally enough, like the idea of such columns; most of those we've talked to enjoy preparing them. These regular departments in the company publication tend to keep the medical man's presence on the employe mind. More important than that, however, is the supportable claim that these departments have an influence on that ever-present bugaboo of management—absenteeism. The down-to-earth medical department talks preventives and suggests cures. It may help get the employe out of bed in the morning because he's read that there is really nothing wrong with him, or it may get him into the company doctor's office where he could legitimately belong.

Surveys that have included checks on these medical departments have uncovered some interesting evidence: In one company, a medical column devoted to high blood pressure brought into the medical department three employes who genuinely needed attention. In another company, a simple discussion of the symptoms of diabetes prompted four employes to inquire whether they were diabetics. Fortunately, three were not, but one showed the early signs and the medical department was able to take the prompt steps necessary to bring the condition ultimately under control.

■ One medical consultant to a manufacturing firm habitually runs a department on the prevention of the common cold; it appears generally in the November issue and the consultant earnestly feels that he is able to keep a lot of employes on the job who might otherwise be at home with the chest rubs and the cold tablets. Each June he writes a column on avoidance of sunburn, and in July he has some common-sense advice to offer on swimming habits. Earlier this year he worked with the publication editor to produce a special department on mouth-to-mouth resuscitation; he has no way of knowing whether it did any good, but he is quite certain that it did no harm.

■ Du Pont knows specifically that its medical communications program has helped. The company's medical departments have already caught a number of malignancies in time. In 1948 the company began a special cancer detection program, and has since conducted more than 9,000 special cancer examinations. These tests found 55 previously undetected cancers (in addition to those found through periodic examination). All 55 underwent successful surgery, the company says, and 54 are alive and healthy today. Every five years Du Pont's detection program saves an estimated seven lives—this is the company's own figure, based on its own encouraging experience.

So, before you abandon the idea of a health column in that employe paper of yours, stop and think how much genuine good it might do. #

### *What's Doing on the Legal Front . . .*

# Bugs and 'Bud': The Case of the Anheuser-Busch Slogan

**By Sidney A. Diamond**
**Member of the New York Bar**

Two decisions in the Anheuser-Busch litigation about the slogan "Where there's life . . . there's bugs" were published the other day. Although the facts of these cases have been reported in AA's news columns, the legal situation is sufficiently unusual to justify further comment.

Sidney A. Diamond

In the first place, this litigation is a good illustration of the rule that every unfair competition case must be decided on its own particular set of facts. Trying to generalize in this field of the law can be a fruitless exercise.

Who could have imagined a more unlikely situation than a brewer suing a manufacturer of floor wax for infringement of an advertising slogan? As one judge phrased it, "The goods are obviously non-competitive." Nobody could possibly confuse the insecticide-containing floor wax with Budweiser beer.

■ Nor is this a case where the complaining party is concerned about the poor quality of the alleged infringer's product and a resulting loss of good will among consumers who might mistakenly associate the two. No question has been raised about the quality of the bug-killing wax.

And the slogan Anheuser-Busch is suing to protect is made up mostly of just plain English words: "Where there's life . . . there's Bud." The defendant didn't copy the trademark nickname "Bud"; it used merely the plain words that are part of the language and therefore cannot be monopolized by anyone—or can they?

As a matter of fact, the words "bugs" and "Bud" are so obviously different that nobody really could get the two slogans mixed up, either. But Anheuser-Busch nevertheless obtained restraining orders against both Chemical Corp. of America, the manufacturer of the wax, and Fred A. Niles Productions Inc., producer of the commercials containing the "bugs" slogan.

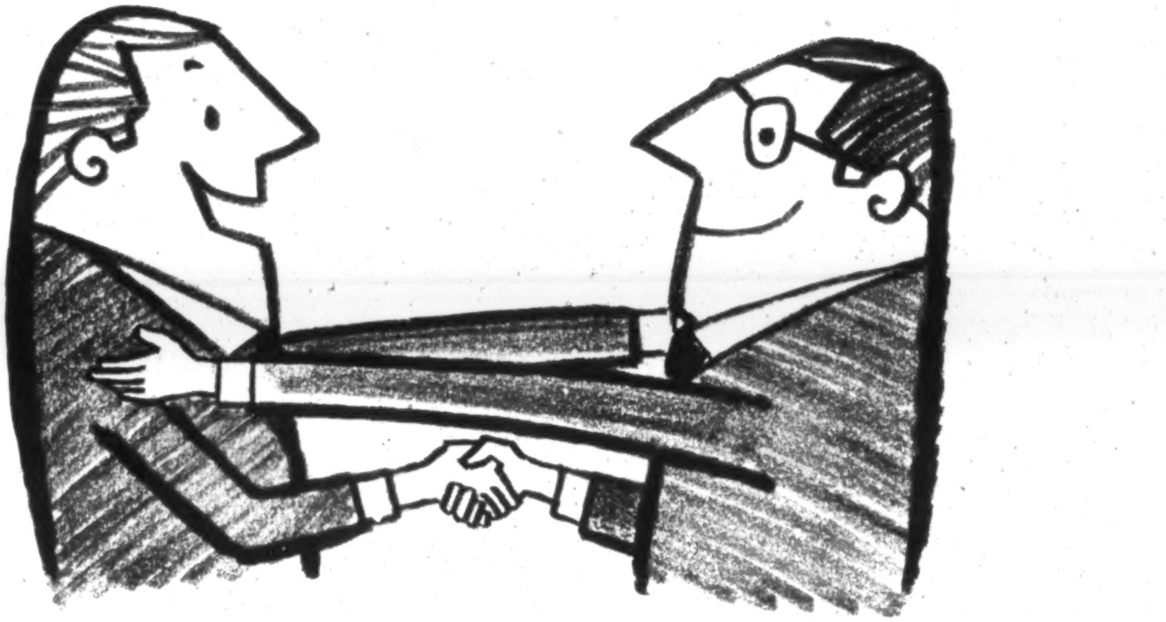
■ Some reading between the lines is necessary in order to analyze just what the courts have done here. One definite point is that there has been a clear recognition of the role of advertising in creating legally protectable rights in a trade slogan. The Chicago judge who issued the order against Niles Productions referred to "the favorable image Plaintiff (Anheuser-Busch) has created in the mind of the public." The Florida judge who issued a similar order against Chemical Corp. of America spoke of the "imprint upon the mind of the purchasing public."

In the ordinary case of unfair competition, the basis for complaint is that the consumer probably would not have bought the infringing product in the absence of the trademark or other distinguishing features that suggested a connection with the plaintiff's "favorable image." The damage is done because the purchaser either thought he was buying the plaintiff's product, or was motivated to buy someone else's product because of a favorable feeling induced by similarity to the plaintiff's familiar brand. The Anheuser-Busch situation is unusual because the damage is indirect.

The consumer who sees or hears "Where there's life . . . there's bugs" presumably reacts by remembering the long-familiar "Where there's life . . . there's Bud." This may not induce a purchase of insecticide-containing floor wax, but the mental association has been made.

The real problem that concerns Anheuser-Busch is the next stage: The consumer now sees or hears "Where there's life . . . there's Bud" and reacts by remembering the "bugs" slogan. The possibility of damage to Anheuser-Busch lies in the extremely unfavorable effect of an

# HOW TO WIN FRIENDS



# BY THE MILLIONS

Your advertising can successfully win friends and influence sales for your product when you pre-sell the more than 5½ million heavy spending FIRST 3 MARKETS GROUP reader families with a convincing sales campaign in their most popular weekly reading habit.

By concentrating a sizeable part of your advertising effort on the FIRST 3 markets of New York, Chicago and Philadelphia — which account for about 1/7 of Drug sales, 1/6 of Food sales, 1/5 of Furniture, Furnishings and Appliance sales, and 1/4 of total U. S. Apparel sales — the millions of friends you win can be your key to sales leadership.

In these compact, most profitable markets where the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out, *there is no substitute* for FIRST 3 MARKETS' dominant 55% COVERAGE of all families.

To make your advertising sell *more* where *more* is sold . . . it's FIRST 3 FIRST!

THE GROUP WITH THE SUNDAY PUNCH

**FIRST 3**
**MARKETS GROUP**

ROTOGRAVURE • COLORGRAVURE

**New York Sunday News** Coloroto Magazine
**Chicago Sunday Tribune** Magazine
**Philadelphia Sunday Inquirer** "Today" Magazine

**NEW YORK** 17, N.Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • **CHICAGO** 11, Ill., Tribune Tower, SUperior 7-0043 • **SAN FRANCISCO** 4, Calif., 155 Montgomery Street, GArfield 1-7946 • **LOS ANGELES** 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557 association between bugs (or insecticide) and beer that could be made in the consumer's mind.

■ Although not fully expressed in either opinion, this seems to be what the judges had in mind when ordering a halt to the use of "Where there's life . . . there's bugs." One opinion uses the words "impair" to "a substantial degree" the rights of Anheuser-Busch in its slogan; the other opinion says that the good will associated with Anheuser-Busch's slogan "will be disparaged and degraded." In other words, the harm lies not in the fact that consumers will tend to buy more of Chemical Corp. of America's bug-killing floor wax, but that they will tend to buy less Budweiser beer. Unlike the ordinary case, this one does not rest on the complaint that the alleged infringer is capitalizing unfairly on the plaintiff's trademark or slogan; Anheuser-Busch is suing to prevent direct damage to its good will.

■ This is a rare example of an infringement case where the claim of legal injury does not depend on any confusion or mistake in the purchaser's mind. What we have instead is what might be called a threatened erosion of the good will of a product because of an unpleasant psychological association. While this can be particularly serious when the product is one to be eaten or drunk, it is evident that the same principle also could be applied in other fields.

The Anheuser-Busch litigation is still in its preliminary stages. Unless there should be a settlement, the final decision may be months, or even years, away, and higher courts might upset the result. As it stands, however, it represents an instance of the willingness of the courts to deal realistically with current marketing problems, even under unusual circumstances.

* * *

### *What's Happened Since . . .*

This column's report on the trademark infringement claim by Brylcreem against Valcream (The battle of the Hair Creams, AA, March 14, 1960) stated that the most interesting feature of the case was the light it shed on the product development and brand name selection problems of Valcream. Without any criticism of what the judge had decided at the close of the trial, the article also pointed out that there had been an unusual number of reversals in trademark cases recently, so that it was possible the battle of the hair creams would end eventually in a different result.

That is precisely what happened. The federal court of appeals reversed the decision and ordered the discontinuance of Valcream. Shortly after this reversal, Chesebrough-Pond's announced that it would not attempt to carry the fight any further and that it was dropping the name Valcream (not the product) immediately.

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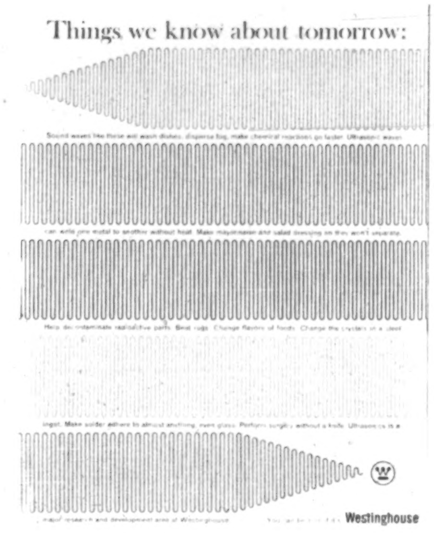
### *The Creative Man's Corner . . .*

## An Exciting Message


Things we know about tomorrow:
Westinghouse

This is a wonderful example of design wedded to message. The message says that "Sound waves like these will wash dishes, disperse fog, make chemical reactions go faster." It says that "ultrasonic waves can weld one metal to another without heat. Make mayonnaise and salad dressing so they won't separate. Help decontaminate radioactive parts. Beat rugs. Change flavors of foods. Change the crystals in a steel ingot. Make solder adhere to almost anything, even glass. Perform surgery without a knife." And it concludes: "Ultrasonics is a major research and development area at Westinghouse."

The bands of simulated waves are in color—the first and fourth blue, the second red, the third orange and the fifth yellow. An exciting, difficult-to-pass message. #

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### *On the Merchandising Front . . .*

## The International Era of Brand Marketing

**By E. B. Weiss**

It came as a surprise to me—as I imagine it will to many—that, in 1959, Colgate Palmolive Co. achieved larger sales abroad than in the domestic market. Moreover, volume abroad for Colgate Palmolive is showing more dynamic growth—and more dynamic net profit improvement—than is true domestically. Here are the figures: Domestic sales for CP in 1959 were $285,526,000, a gain of a bit over 5% above 1958 volume at home. Foreign sales in 1959 totaled $296,456,000 and were up 13%. Net income from domestic business was $9,178,000, cash dividends after taxes from foreign operations totaled $9,586,000. (Earnings retained in foreign subsidiaries totaled $6,523,000.)

E. B. Weiss

I think this great achievement by CP underscores the now rapidly-developing era of international brand marketing. This era has, of course, been both foreshadowed by and reflected in the deep interest shown by our larger advertising agencies in expanding their facilities abroad.

■ The coming international era of brand marketing means that:

**1.** Our stronger pre-sold brands will show a higher rate of growth abroad than at home (among other reasons, of course, because they will be starting from a lower base, but also because so many foreign nations are now in a true growth situation).

**2. The net profit ratio on foreign sales will tend,** for some years, to top that of **the domestic net profit ratio.**

**3. While** the two great free Europe **common markets** will, for a time, represent **the major** target for international **brand exploitation,** the growth of both **old and new nations** in other parts of the **world will also be exploited** by our international brands.

**4.** The advertising investment made abroad will expand with unique vigor. Until rather recently, our brands abroad were supported with a minimum of advertising in most instances. Now the ad budget ratio for international brand development will jump. (Some advertising agencies may find, over the next several years, that their billings abroad from present clients will represent a larger addition to total billings than the additional billings represented by new domestic clients.)

■ **5.** The European brands—and brands produced by native organizations in other lands—will, of course, react to our brand competition with more substantial advertising investments. Total advertising in media abroad will thus show a dynamic expansion.

**6.** Step by step, stage by stage, marketing abroad will go through much the same march of events as has domestic marketing. Note the emerging trend in some European nations (Great Britain, too) toward self-service and self-selection retailing. I was quite amazed to find, during a trip to New Zealand and Australia, that self-service and self-selection were taking hold "down-under." In Suva, in Fiji, I spotted not only a modern food super but a general merchandise store smartly set up for modern self-service and self-selection. Here, again, we see both a forecast of and a reflection of the pre-sold brand.

It appears to me that some of our associations in the world of marketing will find it advisable to become more international-minded. No longer will it be appropriate to relegate discussions of international marketing to specialized export groups, as has been traditional.

■ I think the American Marketing Assn. may find it proper to devote still more of its programs to the international marketing of brands. Perhaps the American Assn. of Advertising Agencies may conclude that its studies of agency functioning abroad should be stepped up still further. Maybe the Assn. of National Advertisers will move similarly.

And since we appear to be on the verge of technical developments that will make feasible international broadcasting of tv and radio, I should imagine that the broadcast media (and, of course, those magazines that are expanding their foreign editions) will also conclude that international developments merit deeper coverage. (I suspect that ADVERTISING AGE will be devoting more space to developments abroad year by year.)

In brief, the area of marketing of our brands will now be worldwide. Our study of international marketing, in its modern manifestations, must expand accordingly.

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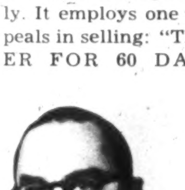
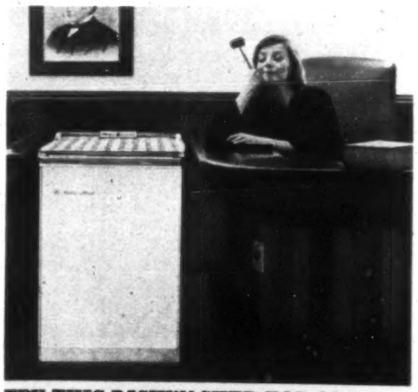
### *Salesense in Advertising . . .*

## How to Build Confidence in Advertising

**By James D. Woolf**
**Creative Consultant**

Reproduced here is an advertisement that will accomplish its mission effectively. It employs one of the most potent appeals in selling: "TRY THIS DISHWASHER FOR 60 DAYS! SATISFACTION GUARANTEED OR YOUR MONEY BACK!"


James D. Woolf


TRY THIS DISHWASHER FOR 60 DAYS!
SATISFACTION GUARANTEED OR YOUR MONEY BACK!
GENERAL ELECTRIC

Says the copy: "If, after 60 days, you'd still rather do dishes by hand, OK. Your General Electric dealer (see list on opposite page) will take your Mobile Maid back and refund your money. And he promises to be decent about the whole thing."

If you enjoy puzzling over mysteries,

*If you have been paying mass-magazine rates to reach businessmen*

# LOOK AT NATION'S BUSINESS

*. . . the all-business magazine of 750,000 owner-executives*

Big-circulation consumer magazines impose a terrific premium for the *non-business* circulation you must also buy when you use them for advertising business goods and services. On the other hand, NATION'S BUSINESS circulation is *all business*. And it's big—750,000 ABC. No other management magazine offers half as much. It includes 23,000 executives in the 500 top industrial companies . . . plus presidents, owners, partners and top-management officials in 500,000 medium-sized companies.

Nation's Business

How to sell the NEW MASS MARKET

Facts like these are changing more and more advertisers' thinking—and buying. They're turning to NATION'S BUSINESS to uncover new prospects . . . develop leads . . . open doors to hard-to-reach executives . . . support their sales force out in the territories where they're making calls. If you've been paying mass-magazine rates to reach businessmen, why not look into NATION'S BUSINESS? Nine out of ten of its readers are men with a decisive voice in their companies' policies and purchases!

*You use NATION'S BUSINESS . . . to sell more of the nation's businessmen*

Advertising Headquarters, 711 Third Avenue, New York 17, N.Y.

try to figure out why so few advertisers back up their claims with a guarantee. The Mobile Maid page appeared in the Sept. 26 issue of *Life*. Only two of the 70 advertisers make any reference to a guarantee!

■ A shopper in a strange store expresses interest in a new product. Wavering, hesitant, doubtful, she tells the salesclerk that she "guesses she will think about it a little." Maybe the product will not live up to the promises made for it. What to say to this woman is the merchant's problem. He must dispel her fears, win her confidence, and do it quickly. Like so many copywriters, he will be tempted to exaggerate, spoon out the superlatives in what he hopes is a high-pressure sales talk.

But with this better way he can hardly miss: "Madam, I'll be happy to have you try this product at my risk. Take it home and use it for a month. If you are not completely satisfied, just let me know and your money will be refunded at once." The money-back guarantee, which is offered by nearly all mail order advertisers, is the magic in selling that does more than any one thing to win the prospective buyer's confidence. The first Marshall Field sensed this when he pioneered his famous slogan, "The customer is always right."

Not long ago I sent out a sales test letter, on a $5 item, that purposely included no guarantee. The mailing did just a little better than break even. Later on, I sent out the same letter to a comparable list of names—the same letter, that is, with one exception. This time I added a strongly worded money-back guarantee. The second letter was 40% more resultful than the first and yielded a handsome profit. This experience is not unique.

■ In today's issue of my local newspaper I find ads by a building supply dealer, an office supply store, a farm implement dealer, a poultry supply dealer, an air conditioning firm, a laundry, a shoe store, and a sporting goods dealer. Some of the products advertised—a new roof, an air conditioning unit, a tv set, or a disc harrow, for example, go into the buyer's pocketbook for several hundred dollars. Yet not one of these advertisers makes any mention of guaranteed satisfaction.

Advertising has had some pretty bad publicity during the last several years. It is a reasonable assumption, I think, that public confidence in the integrity of advertising and advertisers has suffered to some extent. The Mobile Maid page does its bit in restoring confidence. Never has there been a better time for advertisers to guarantee consumer satisfaction.

### *Learning from the Retail Ads . . .*

## Categorically Weak Ads

**By Clyde Bedell**

*(Mr. Bedell is a consultant in creative advertising and advertising training.)*

In two Texas cities a few days ago, I plucked the three ads herewith as I indulged in a few harried minutes of newspaper reading. These ads are symbolic of the great categorical weaknesses of big store advertising.

The *four creative weaknesses that blight most retail advertising* are these:

**1.** Weak headlines; they are words, but they say nothing vital to the reader.

**2.** Uninteresting, uncarbonated copy.

**3.** Inadequate, incomplete, sterile copy.

**4.** Poor communication qualities.

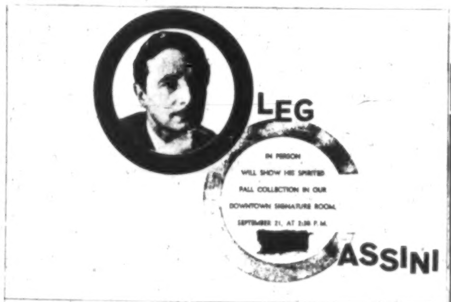
The weaknesses are so nicely scattered through all these, that commentary here will be only incomplete.

The Oleg Cassini ad was five columns wide. The store's signature (not nearly so important to the store and to readers as the designer's name?) was only 1 1/8th inches wide. There is no invitation in the ad, no detail. Perhaps the store was afraid too many people might come. Obviously, no one not already familiar with the name could be expected to respond. An esoteric matter, this. Only for the initiates, the hot fans.

Even if this is true, the store signature would have been more effective larger, and at the left. The tough retail advertiser sooner or later learns that his signature, properly sized and placed, has immense cumulative value to him even in those ads his prospects only glance at but do not read. In a host of such ads, the signature is "seen" and achieves something for the advertiser.

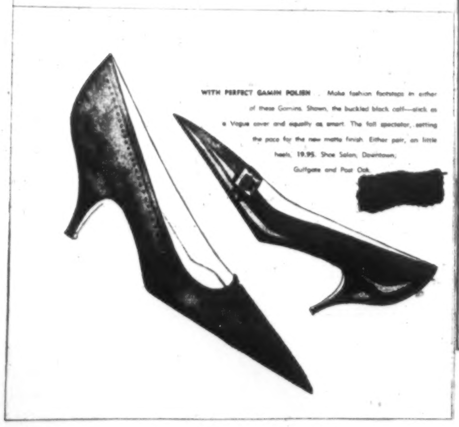
The "Kitten" line ad serves the same purpose as does the Cassini ad—at first glance. But actually it is a confused and sticky ad, announcing the showing of a shoe line. If you examine it closely, however, you find it is also a mail order ad for the one shoe shown. Nothing in the ad suggests that, until near the bottom you see: "Find Your Size Here." Then, if you investigate, you find the store wants mail orders (perhaps) but hardly wishes to take the trouble to say so. For a mail order ad, the copy is woefully inadequate, incomplete.

The "Perfect Gamin" ad is a strange

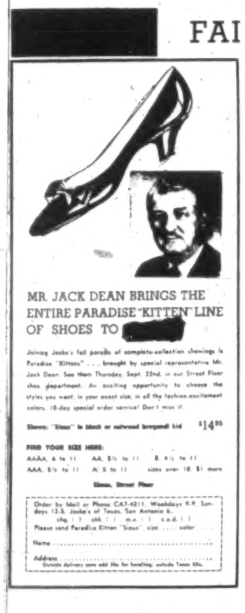

OLEG CASSINI

IN PERSON WILL SHOW HIS SPIRITED FALL COLLECTION IN OUR DOWNTOWN SIGNATURE ROOM, SEPTEMBER 21, AT 2:30 P.M.

[redacted]


WITH PERFECT GAMIN POLISH . . Make fashion footsteps in either of these Gamins. Shown, the buckled black calf—slick as a Vogue cover and equally as smart. The fall spectator, setting the pace for the new matte finish. Either pair, on little heels, 19.95. Shoe Salon, Downtown, Gulfgate and Post Oak.

[redacted]


[redacted] FAI

MR. JACK DEAN BRINGS THE ENTIRE PARADISE "KITTEN" LINE OF SHOES TO [redacted]

Joining Joske's fall parade of complete-collection showings is Paradise "Kittens" . . . brought by special representative Mr. Jack Dean. See them Thursday, Sept. 22nd, in our Street Floor shoe department. An exciting opportunity to choose the styles you want, in your exact size, in all the fashion-excitement colors. 10-day special order service! Don't miss it.

$14^{95}$

FIND YOUR SIZE HERE:

AAAA, 6 to 11 AA, 5½ to 11 B, 4½ to 11

AAA, 5½ to 11 A, 5 to 11 sizes over 10, $1 more

Order by Mail or Phone CA7-4211. Weekdays 9-9. Sundays 12-5. Joske's of Texas, San Antonio 6.

chg. ( ) chk. ( ) m.o. ( ) c.o.d. ( )

Please send Paradise Kitten "Sioux", size ..... color .....

Name ..........................................

Address ..........................................

# BIZ QUIZ

Lester Leber

### *Compiled by Lester Leber*

WARNING! These aren't easy. Nobody is likely to know all the answers. But a well-informed adman should get at least a dozen right. You'll find the answers on Page 110.

1. Advertising revenue provides the following share of publishing media's income
   **(A) 1/3** **(B) 1/2** **(C) 2/3**
2. America's 100 largest national advertisers invested $2.5 billion in advertising last year. Category that spent the most was
   **(A) Food** **(B) Automotive** **(C) Drugs and cosmetics**
3. Largest advertiser among associations is
   **(A) Florida Citrus Commission**
   **(B) American Dairy Assn.**
   **(C) Sunkist Growers Inc.**
4. 93% of homes in the compact states of Connecticut, Massachusetts and New Jersey own tv sets. Comparable figures for the spacious states of Montana and Wyoming run about
   **(A) 30%** **(B) 60%** **(C) 90%**
5. There are 46 new network series on tv this fall. If last year's rate of survival is repeated, those on the air a year hence will number
   **(A) 18** **(B) 28** **(C) 38**
6. Biggest user of newspaper advertising is
   **(A) General Motors** **(B) Seagram's** **(C) Sears**
7. Some newspapers have reduced their requirement for r.o.p. color advertising to a minimum of
   **(A) 150 lines** **(B) 600 lines** **(C) 1,000 lines**
8. Top magazine in advertising linage is
   **(A) Life** **(B) N.Y. Times Magazine** **(C) New Yorker**
9. No. 1 target of premium offers is
   **(A) Children** **(B) Women** **(C) Men**
10. Among cigaret brands last year's top spender in measured media was
    **(A) Salem** **(B) Kent** **(C) Pall Mall**
11. In sales the leading cigaret is
    **(A) Camel** **(B) Pall Mall** **(C) Lucky Strike**
12. On which of these do Americans spend the most money?
    **(A) Hair preparations** **(B) Cough and cold products** **(C) Dentifrices**
13. Largest single item of expense for advertising agencies is
    **(A) Rent** **(B) Taxes** **(C) Payroll**
14. Which of these countries has had the highest rate of population increase since World War II?
    **(A) United States** **(B) India** **(C) Japan**
15. Annual budget for "modest but adequate" living for a four-person family is highest in one of these cities:
    **(A) New York** **(B) Chicago** **(C) Los Angeles**
16. Average U.S. family income is $6,470. Closest figure to average farm family income is
    **(A) $3,500** **(B) $6,500** **(C) $10,000**
17. ID means
    **(A) Indefinite Date on space order**
    **(B) Illuminated Detail on billboard**
    **(C) Television commercial**
18. Brylcreem and Valcream
    **(A) Are put out by the same company**
    **(B) Fought each other in the courts**
    **(C) Have merged**
19. In the six years through 1959 there were 2,494 sales of controlling interests in daily newspapers, radio stations and tv stations. Medium with largest number of such sale was
    **(A) Radio** **(B) Tv** **(C) Newspapers**
20. One of these statements is *not* included in "The Advertising Truth Book" recently published by the Advertising Federation of America
    **(A) A deliberate effort to deceive is not necessary to make out a case of using unfair methods of competition or unfair or deceptive acts or practices.**
    **(B) Laws are made to protect the trusting as well as the suspicious.**
    **(C) Advertisements cannot be completely misleading if every sentence is literally true.**

© 1960 FAWCETT PUBLICATIONS, INC.

MOTION PICTURE
Debbie Invites You To Her
MECHANIX ILLUSTRATED
THE HOW-TO-DO MAGAZINE
Cavalier
THE MAN'S MAGAZINE
TRUE
Woman's Day
GOV. JOE FOSS AND THE GREAT WHITE BEARS
True Confessions

FAWCETT...
SALESPOWER
IN DEPTH
THROUGH
EDITORIAL
DIRECTION

At Fawcett, we're convinced that no one magazine should try flying off all over the place. Of course, some magazines *do*. But they underestimate the human element. We think one direction at a time is enough. After all, people are individuals—with likes and loves and longings of their own. That's why Fawcett has long believed in talking to them in terms of their own interests. Apparently, people agree. Every month, more than 11,000,000 of them buy and read our major publications. And 9 out of 10 pay full price to do it. In our book, that spells involvement. In your book, it can spell success.

WOMAN'S DAY   TRUE   MECHANIX ILLUSTRATED   MOTION PICTURE   TRUE CONFESSIONS   CAVALIER

creation. The headline is weak, to say nothing of misleading. It doesn't refer to polish, of course—not shoe polish. And it doesn't refer to shine, for one of the shoes, you may learn, is the new "matte" finish. A strange headline for a NEW matte finish shoe! Copy is not only uncarbonated, but inadequate from the standpoint of a defensible definition for advertising. (Advertising is professional selling multiplied.) The store felt it worth while letting the readers know the shoe at the right is *black* calf. The "new" matte finish at the left? Color omitted.

It is my studied opinion that any reasonably personable woman who would truly study a *good text* on copywriting, could go into almost any big store and prove herself worth at least twice the going rate of their regular untutored and unread copywriters. Of course, those already on the job have a great advantage, if they ever decide to take advertising seriously. #

## *The Peeled Eye Department . . .*

# Are Creative People Paranoiac? —and No Wonder!

**By Dick Neff**

### *'Clean Look' Ad Gets a Dirty Look*

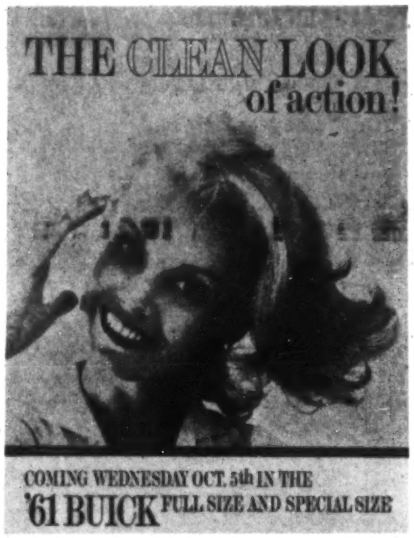
"According to my sidewalk psychiatrist, paronoia is prevalent among creative people," writes Robert Matheo of E. T. Howard Co. New York City. "My observations over the last few weeks indicate that [their paranoia] is completely justified."

Dick Neff

Among Bob's observations:

1. A car card for Con Edison that "made its point by featuring an upside-down picture of a harassed housewife. The billposter ruined it by mounting it wrong side up so that nobody could read the copy and so that the illustration appeared normal."

2. An automobile ad that told of how well the cars were made. According to Bob, "The newspaper makeup man ruined that one by placing it next to a story of a successful lawsuit against [the manufacturer] for having made and sold a car that 'fell apart,' causing much injury and damage."


THE CLEAN LOOK of action!
COMING WEDNESDAY OCT. 5th IN THE
'61 BUICK FULL SIZE AND SPECIAL SIZE

3. The "Clean Look" ad shown here, from the Sept. 27 *New York Times*, which, says Bob, was "made ludicrous by a defective roller or plate."

"On second thought," Bob continues, "if Buick mechanics are that pretty, I might buy one." We presume he meant a Buick . . . full size or special size.

### *Ad-ecdote Department*

We haven't heard a good ad-ecdote from *you* lately, so we'll print one we asked Holly Smith, personnel director of Dancer, Fitzgerald & Sample, to let us print.

We ran into Holly (who had been secretary to Howard Newton when we and Harry Barnhart were at J. M. Mathes on a street corner), and it reminded her of the time someone ran into *Harry* on a street corner.

This fellow hadn't seen Harry in about five years. "Harry, you old son-of-a-gun!" he exclaimed, pounding Harry on the back. "It's been years since I've seen you! Where are you now?"

Harry looked around somewhat vaguely, glanced up at the street sign over his head, and replied, "Uhh, 44th and Madison Ave."

### *Raise Your I.Q.! Chill Your Head*

Under the heading, "Too hot to think," Ron Butler of *Coronet* sends along the following release:

"A news item from the *Montgomery Advertiser* reports: '*Coronet* magazine makes the slanderous assertion that people who live in warm climates are sluggish thinkers. People are at their best, says *Coronet*, when the temperature is about 40 degrees.

" 'That charge invites a devastating reply. Unfortunately, however, none comes to mind at the moment.' "

Well, we've been sitting around in a hot room, so nothing devastating comes to our mind, either. But if 40-degree temperatures make people think better, why aren't there more ice men, hockey players, and butchers in "Who's Who"?

### *Amazing New Action Toy!*

"I thought you might be as delighted as I am" writes Hy Schneider of Lennen & Newell, "with the 'Directions' that appear on an old-fashioned string top produced by Roger Eddy of Newington, Conn. By putting the top in a string, self-mailer bag he has upgraded it to a $1 [item] at Brentano's.

"Anyway, the superb block of irresistible copy reads: 'Directions—ASK YOUR FATHER'."

### *Ah, the Power of Advertising!*

We learned long ago never to break a promise to our kids, so, nepotism—or Neffotism—though it may be, we simply have to print this cartoon idea thought up by our nine-year-old son, Nick:

> A cannibal happily eating his
> dinner is saying cheerfully to a
> friend, "Winston tastes good like
> a Prime Minister should!"

Thanks for your contribution, son. Now, don't go spending that 1¢ all in the same store. #

## *What They Were Saying 25 Years Ago . . .*

**James Mangan, advertising manager, Mills Novelty Co., Chicago, in a letter to the editor** (AA, Sept. 23, 1935):

"We have had unusual success in getting news and valuable information both from our own salesmen and from our customers through the distribution of 'gossip sheets.' These are blank sheets, letterhead size, with the word 'gossip' in large letters at the top, and this message:

"Mr. Mills Salesman! Please jot down on this sheet, news about our industry, information on competitors, prices, products, improvements, customers' remarks, conditions favorable or unfavorable, business suggestions and ideas. Write us from week to week—one gossip item or a dozen at a time, it doesn't matter. Just send us the gossip."

**Ruth O'Brien, chief of the division of textiles and clothing, U. S. Bureau of Home Economics, speaking at the Boston Conference on Distribution** (AA, Sept. 30, 1935):

"Now we are hearing anguished cries from some business men who think that untrue and unkind things are being said about business methods. My observations do not confirm such a notion. True, in discussions and printed and spoken utterances of consumer groups, disapproval is voiced of misrepresentation and fraud in selling and advertising. But I have heard and read even more pointed denunciations spoken in meetings of advertisers and sellers themselves.

"Silly slogans, meaningless superlatives, insincere testimonials—all of these are disapproved and denounced in reputable trade publications and in business meetings. The only difference is that they are now discussed and denounced in consumer circles."

**James Rorty, author of a book, "Our Master's Voice—Advertising," and former crack copywriter, speaking to 40 students in a course entitled, "A Functional Critique of Advertising," at the New York School for Social Research** (AA, Oct. 14, 1935):

"Don't try to reform advertising. It is a component part of a civilization that is wrong. Any reform of advertising would be only a surface reform of society. We must apply the Marxian formula of revolution and build from the bottom. That process is developing now."

**An editorial in "Radio Review," a publication of the Women's National Radio Committee** (AA, Oct. 14, 1935):

"We do not believe that the way to a man's heart is through face powder, or that lipstick alone lends charm. We cannot swallow statements claiming that a beauty cream will remove wrinkles after one treatment. We know that no toothpaste can do more than clean teeth, all the ballyhoo to the contrary notwithstanding . . .

"The bright boys in the advertising agencies should have learned by this time that it is easier to win good will by flattering women's intelligence than by assuming that all of us are retarded."

**Eddy S. Brandt, president of Brandt Advertising Co., addressing the Chicago Ad Managers Club** (AA, Oct. 14, 1935):

"If you really want to know what your agency can do for you, tell them some time that you have plenty of copy and layouts on hand until the end of the year, and that what you want them to do is to go off to the woods or the seashore and just think up ideas. You'll be surprised at the results."

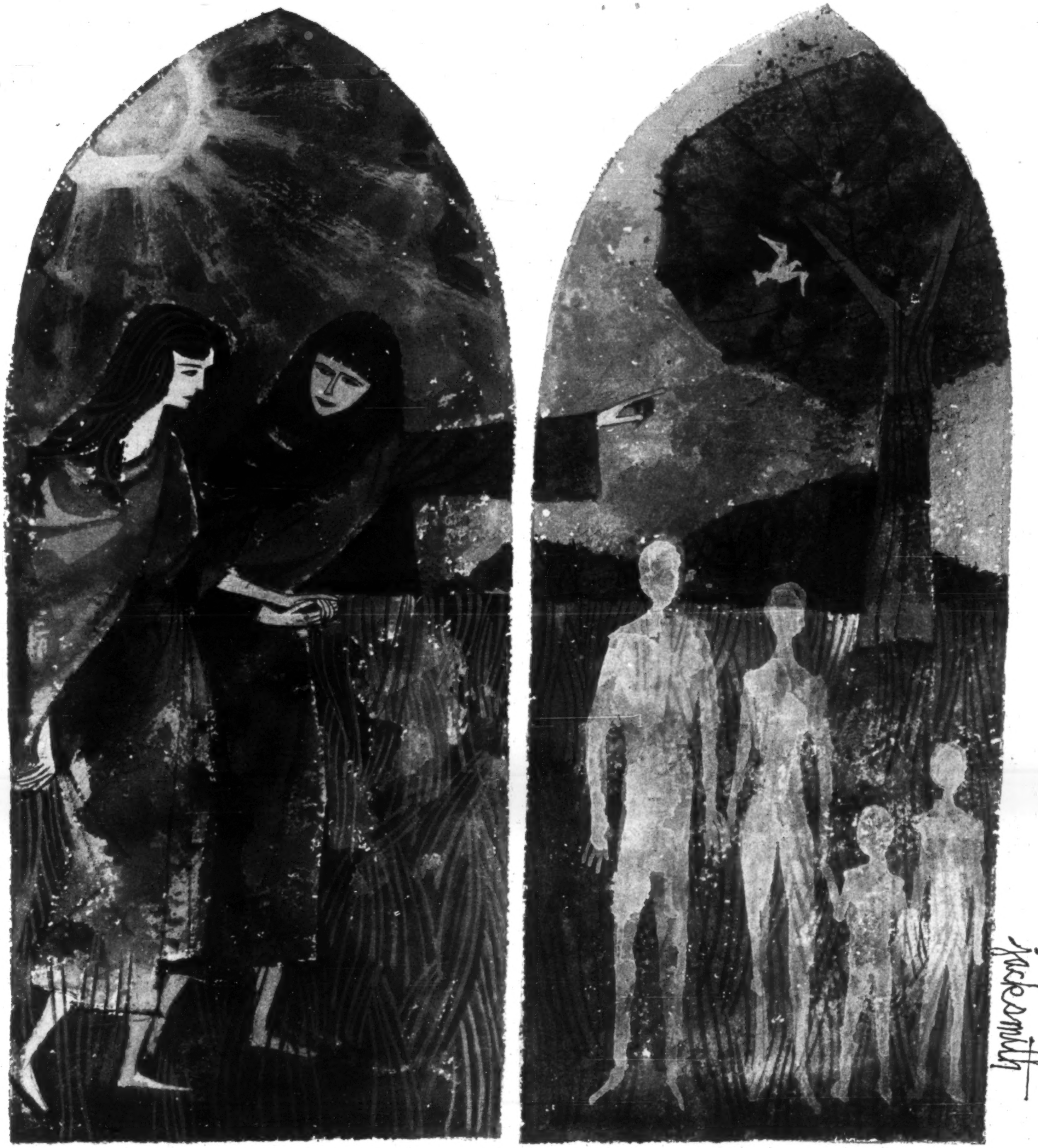
**Russell T. Gray, president of Russell T. Gray Inc., at the same meeting, where he urged ad managers to cultivate copywriters, layout men and others who work on the account** (AA, Oct. 14, 1935):

"Get to know them personally, buy them a lunch once in a while, convince them that they mean something to you, and you'll be surprised at how much 'extra dividend' you'll get out of them."

# BIZ QUIZ

**Answers to the questions on Page 108**

1. **(C)** Advertising absorbs all costs of broadcasting and provides two-thirds of the total revenue earned by publishers of newspapers and magazines.
2. **(A)** 21 food companies spent $522 million on advertising. Five auto-makers laid out $341 million. Figure for 15 drug and cosmetics houses was $303 million.
3. **(A)** Florida Citrus spent $5,328,066 last year in magazines, newspapers and network tv. American Dairy: $3,620,595. Sunkist: $2,012,185.
4. **(B)** Wyoming has continental United States' sparsest tv coverage, with 61% of its homes owning sets. Montana: 64%. Entire nation: 87%.
5. **(A)** About 60% of last fall's new tv shows are not on the air this season.
6. **(C)** Last year Sears, Roebuck & Co. bought $52,000,000 worth of newspaper linage. General Motors spent $38,622,000 in this medium. Figure for Seagram's was $11,373,000.
7. **(B)** As a result of efforts by Four Roses Distillers a number of dailies recently reduced their requirement for color advertising from a minimum of 1,000 lines to 600 lines.
8. **(B)** Last year's linage figures were 2,591,781 for New York Times Magazine; 2,491,411 for Life; 2,167,447 for The New Yorker.
9. **(B)** 42% of premiums are offered to women; 17% to men; 15% to children; 26% to the whole family.
10. **(A)** Salem spent $15,624,230 in measured media during 1959. Kent: $15,051,987. Pall Mall: $12,637,152.
11. **(B)** Last year Pall Mall took over the top sales spot from Camel, which had held it for ten years. Luckies and Winston tied for third place.
12. **(A)** Hair gets more care than teeth or throat. In millions of dollars for manufacturers' shipments, figures for 1958 were: Hair preparations, 319. Dentifrices, 197. Cough and cold preparations, 137.
13. **(C)** Salaries amount to about 70% of an agency's gross income. Rent comes to 7% and taxes take less than 4%.
14. **(A)** Another century at the average growth rate of the last five years would bring our number to over one billion—a third of the present population of the entire world.
15. **(B)** According to U.S. Bureau of Labor Statistics, Chicago tops its list of 20 cities for living expenses. Los Angeles is in fifth place and New York is fourteenth.
16. **(C)** Last year's gross income per farm family was $9,978, an all-time high.
17. **(C)** IDs are ten-second tv commercials with the last two seconds used by the station for its call letters and channel number.
18. **(B)** Last month U.S. Court of Appeals put Valcream out of business by ruling for Brylcreem in its infringement suit.
19. **(A)** Score for change of ownership: Radio 2,058. Tv 272. Dailies 164.
20. **(C)** AFA's book states: "Advertisements as a whole may be completely misleading although every sentence separately considered is literally true. This may be because things are omitted that should be said, or because advertisements are composed or purposefully printed in such a way as to mislead."



# Advertising searches for families missing from their place of worship

There's a time and a place of worship for everyone. The problem is to reach non-participating families with an invitation to religious experience.

Religion is a very personal thing, yet congregational worship . . . when men and women and children join together in prayer . . . expresses a kinship that makes mankind unique. During the past ten years the attendance in churches and temples of all faiths has increased 35%; in the year 1959 alone 49,000,000 American adults attended weekly worship.

For this new decade of progress, religious and civic leaders continue to work together to emphasize the importance of religion in American life; Ad Council advertising carries their message, "Find the strength for your life . . . Worship together this week."

Proud of advertising? You should be. It works to bring families together in the House of Worship of their choice.

ADVERTISING COUNCIL
PUBLIC SERVICE

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

**FACTS GALORE** are what you'll find in Burgoyne's annual *Survey of Super Market Shoppers* —just off the press, and surely the biggest and best we have ever published. This survey is the seventh in a continuing series, and once again was prepared under the able direction of Ben L. Schapker, a man with many years of experience in both the retail grocery and market research fields.

EXTRA! EXTRA!
GET YOUR SUPERMARKET SURVEY!

**Using seven** metropolitan markets, 2695 shoppers were asked questions concerning their attitude toward non-food items, trading stamps, advertised specials, special store departments, and a score or more of other subjects. We mention these few topics merely to give you an idea of the total value of this study.

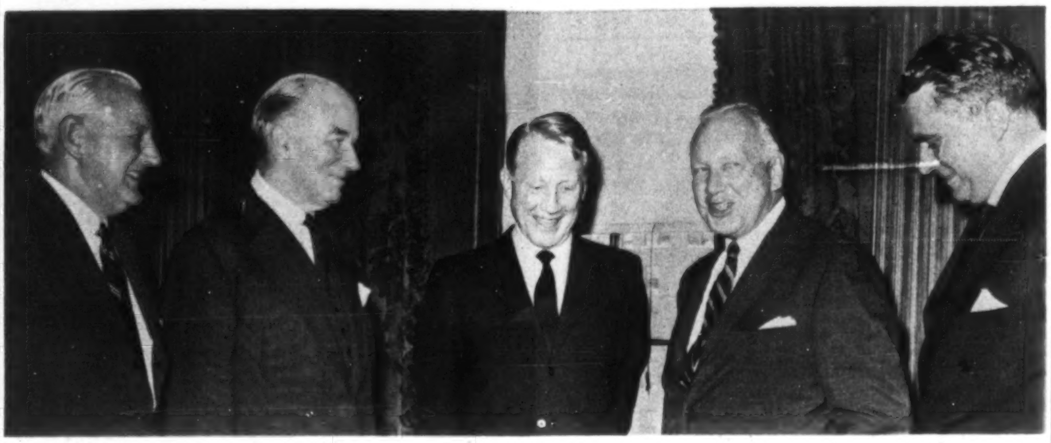
* * *

**This Super Market Survey,** of course, is made primarily as a special service to top management among chain and independent super market operators. On the other hand, it has obvious usefulness to manufacturers and their agencies, or we wouldn't get so darn many requests year after year from advertiser and agency people.

* * *

**If you,** too, would like to arm yourself with the arsenal of facts contained in Burgoyne's new Survey of Super Market Shoppers—clip a crisp dollar bill onto your letterhead and send it to: Merchandising Director, Burgoyne Index, Inc., First National Bank Bldg., Cincinnati 2, Ohio. We'll ship your **Survey** post-paid.

*Burgoyne Index, Inc.*
*marketing and sales research*
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO
CHICAGO OFFICE Palmolive Bldg PHILADELPHIA OFFICE 1405 Locust St



Newell Patterson Stanton Stratton Burgess

DISCUSSING TOMORROW—*Top executives review CBS-TV's new series, "Tomorrow," to be produced by CBS News in association with the Massachusetts Institute of Technology. American Machine & Foundry Co. will sponsor the first two shows of the series—"The Thinking Machine" on Oct. 26 and "Big City 1980" on Nov. 21—as part of its 60th anniversary activities. Shown above are Morehead Patterson, board chairman, and Carter Burgess, president of AMF; Robert R. Newell, president of Cunningham & Walsh; Dr. Frank Stanton, president of CBS, and Dr. Julius A. Stratton, president of MIT.*

# 9 Agency Groups in Europe Join to Form EAAA

London, Oct. 11—A new organization—the European Assn. of Advertising Agencies (EAAA)—has been set up, linking nine national associations of advertising agencies in seven European countries.

Representatives of nine national associations in the seven countries—Denmark, Finland, Britain, Norway, Sweden, Switzerland and West Germany—signed the agreement in Oslo.

Chairman of the negotiations, which had gone on for many months, was Douglas Saunders, immediate past president of the Institute of Practitioners in Advertising (IPA), the British agency association, and until recently chairman of J. Walter Thompson Co. Ltd., London.

Present as observers at the signing of the agreement were representatives of agency associations in three other countries: France, Holland and Italy.

■ A statement issued by the IPA in London said:

"The need for this new association of well-qualified independent agencies is very great in the economic interests of the European nations. Marketing and advertising in the full sense of the word play an ever increasing part in the needs of industry today and in the merging of national markets tomorrow. The new association will strive towards an improvement in these fields."

J. P. O'Connor, director of the IPA, recalled:

"It is three years, almost to the day, when I called the first informal meeting of delegates to discuss this matter at The Hague." This was during the International Advertising Assn.'s second congress in Europe.

Mr. O'Connor explained that the first task of EAAA will be to set up a working organization. "When we have done that we can get down to things that are slightly more spectacular," he said.

■ The association's charter lists its aims as:

**1.** To maintain, and wherever possible, to raise the standard of service to advertisers of all European advertising agencies and to strive towards uniformity in fields where this would be of benefit.

**2.** To promote, in the interests of international economy, the close cooperation of and foster the relations between advertising agencies in Europe meeting the standards of agency practice laid down in the four conditions listed under Article 5(a).

**3.** To maintain and serve the interests of all agency members in Europe.

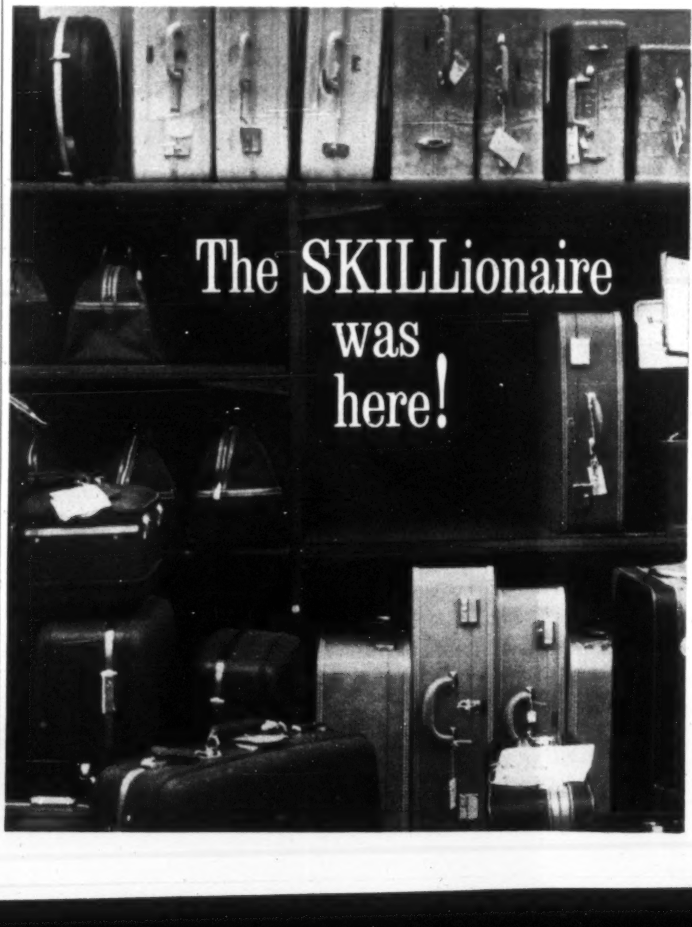
**4.** To promote the close cooperation and foster the relationships between the national associations of advertising agencies in Europe.

**5.** To cooperate with other national and international organizations, as well as with governments, to achieve the above objects.

■ The representatives of France Italy and Holland, who abstained from signing the agreement, undoubtedly did so because of disagreement over Article 5(a) referred to in the second of the EAAA's objectives. This sets out to define the standards of character, conduct and practice of a full-service agency, which must conform to British standards.

The representatives of these three countries were R-L Dupuy, Syndicat des Conseils of France; Dr. B. Farrari, Associazione di Tecnia Pubblicitaria of Italy; and M. Sanders, Versitzenden Vereniging voor Ehrende Advertiebureaux of Holland.

■ Signatories to the EAAA agreement were: Denmark: B. Mannou, director, Dansk Reklamebureauers Brancheforenig; Finland: P. K. Taucher, director, Mainostoimistijam Liitto RY; Norway: O. Myre, director, Autoriserte Reklamebyraers Forening; Sweden: E. Gunther, vp, Annonsbyraernas Forening; Switzerland: K. Fischer, president, Bund Schweizerischer Reklaneberater, and W. Brullmann, Association Romande des Conseils en Publicite; Federal Germany: Dr. C. Gabler, council member, Arbeitsgemeinschaft Werbeagenturen und Marketingberatung (AWM), and W. Hills, director, Geselleschaft Werbeagenturen (GWA), and United Kingdom: Sinclair Wood, president, Institute of Practitioners in Advertising. #



### *DCA Food Names KHCC&A*

DCA Food Industries Inc. has appointed Kastor, Hilton, Chesley, Clifford & Atherton, New York, to handle advertising for its ice cream division. A budget of $350,000 will be spent among newspapers, radio and television, the agency reports. Ted Bates & Co. is the previous agency.

### *Duggan Elected President of New England Ad Assn.*

James F. Duggan of Springfield Newspapers, Springfield, Mass., has been elected president of the New England Newspaper Advertising Executives Assn. Other officers elected are Kenneth L. Newbury, *Patriot-Ledger*, Quincy, Mass., vp, and James H. Wilson, *Advocate*, Stamford, Conn., secretary.

### *Brown Joins McCann, Toronto*

Carl Brown, formerly with Baker Advertising Agency, has been named account supervisor on the Coca-Cola account at McCann-Erickson, Toronto. He succeeds W.S. Mowat, who recently resigned from McCann to head the Montreal office of Batten, Barton, Durstine & Osborn.

### *Walsh Joins John Orr Young*

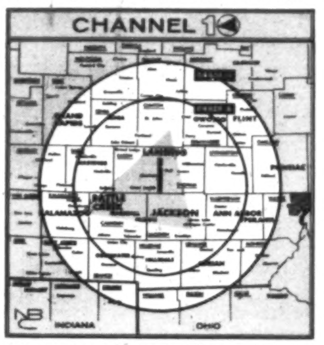
Harry J. Walsh, formerly assistant ad director of *This Week Magazine*, has joined the executive selection division of John Orr Young & Associates, New York, as a vp.

ONE SHOT TAKES ALL THREE

LANSING
JACKSON
BATTLE CREEK

"Knuckles down, skinny bone tight" for a shot with the "Cat's Eye" of the Golden Triangle! You'll pocket all three mid-Michigan "Agates" and take 46% of the state's population, outside Detroit. WILX-TV not only has the Marbles in Michigan, it also covers an area ranking 11th in retail sales* — 26th in TV Households**. Play for keeps — call Venard Rintoul & McConnell, Inc.

*SRDS Consumer Market Data
**Television Age 100 Top Markets — 11/30/59



WILX-TV
CHANNEL 10
LANSING
JACKSON
BATTLE CREEK

SERVING MICHIGAN'S
GOLDEN TRIANGLE
Associated with WILS—Lansing / WPON—Pontiac

# Oil Accounts Top 3rd Quarter Shifts

*(Continued from Page 1)*

newly appointed agencies were Cities Service Oil Co.'s $3,500,000 billings, which flowed out of Ellington & Co. and into Lennen & Newell; Continental Oil Co. billings, ranging from $3,000,000 to $4,000,000, which spurted out of Benton & Bowles and just this week landed at Clinton E. Frank Inc. *(see story on Page 1)*, and Shell Oil Co. of Canada product billings of $1,500,000, transferred to Ogilvy, Benson & Mather from J. Walter Thompson Co., effective Jan. 1—following the move of Shell's $11,000,000 U. S. account from Thompson to Ogilvy in June.

But the biggest single account switch of the quarter was not in the oil industry—it was in the hair grooming field where Alberto-Culver Co. plucked its $8,000,000-plus billings out of Wade Advertising and deposited them with Compton Advertising. Second biggest switch was American Oil Co.'s $6,000,000 move.

■ Another area of restive accounts was liquor, wines and beer, where more than $12,000,000 in billings changed hands. Calvert Distillers, which had awarded its $5,000,000 billings for Calvert Reserve, Lord Calvert and Calvert gin to Benton & Bowles in the second quarter, removed them in the third. The $3,500,000 Calvert Reserve business went to Sullivan, Stauffer, Colwell & Bayles, and the $1,500,000 Lord Calvert and Calvert gin accounts went to Compton.

A big reshuffling also was effected by House of Seagram, which took away $4,500,000 in billings from Doherty, Clifford, Steers & Shenfield. More than $4,000,000 billings went to Compton, including $3,000,000 for Hunter, Carstairs, Paul Jones and Wilson whiskies, plus General Wine & Spirits Co.'s Wolfschmidt vodka and Myers rum. Billing another $1,500,000 between them were Browne-Vintners Co.'s White Horse scotch, which also went to Compton (except for outdoor), and Martel cognac, which went to Lawrence C. Gumbinner Advertising Agency. Compton, in turn, lost Fleischmann's Black & White scotch, Churchill bonded, Churchill 88, Olde Medley, Olde Heirloom and Daviess County bourbon to Ted Bates & Co. to round out the Seagram switches. #

## Colgate Reorganizes Household Products Unit; 7 Promoted

New York, Oct. 14—Colgate-Palmolive Co. has reorganized its household products division to create a line of command descending from general product managers to associate general product managers to group product managers.

Ralph F. Linder continues as general product manager and reporting to him will be three associate general product managers: Robert Angelus, who will supervise marketing of Ajax, Palmolive soap, Choice, Ad and a new aerosol. F. Scott Matthews, responsible for Fab, Vel, Florient, Cashmere Bouquet and Super Suds, and William T. Eldridge, new products.

■ Named as group product managers are David W. Ross and Thomas J. Hennon, who will report to Mr. Angelus, and Robert J. Clark and Ellsworth Timberman, who will report to Mr. Matthews.

Mr. Timberman, formerly an account executive with Kenyon & Eckhardt, joined Colgate this week. The six other marketing executives previously carried the title of product manager. #

# Last Minute News Flashes

## Alcoa-Nestle Print Drive Set for December

New York, Oct. 14—Alcoa Wrap and Nestle's Toll House morsels will be jointly promoted in an eight-page recipe booklet and page ad running in December issues of *Farm Journal, Good Housekeeping* and *Ladies' Home Journal.* Approximately seven commercials on "Alcoa Presents" (NBC-TV) will be augmented by spot tv and radio across the country. Newspaper advertising in approximately 70 markets will include four-color Sunday supplement ads and 1,500-line two-color ads in dailies. In a coupon offer, the customer buys packages of the 18" heavy duty Alcoa Wrap and Nestle's morsels, then sends in proof of purchase and receives a coupon redeemable to the grocer for a bag of Nestle's butterscotch morsels. McCann-Erickson is the agency for Nestle; Ketchum, MacLeod & Grove for Aluminum Co. of America.

## Rootes Motors Shifts to Mogul Williams & Saylor

New York, Oct. 14—Mogul Williams & Saylor, the agency for Rayco automobile seat covers, has landed the Rootes Motors account. Rootes at one time billed $1,000,000 at Erwin Wasey, Ruthrauff & Ryan. The business involves advertising for the British-made Hillman, Sunbeam, Humber and Singer automobiles—all of them having disastrous sales records in the U. S. market this year.

## Hartford Sets Art Premium; Other Late News

• **Hartford Fire Insurance Co.** will run an eight-page calendar insert in the Dec. 24 issue of *The Saturday Evening Post.* The calendar pages will be illustrated with reproductions of four paintings by Dutch artist Henk Bos, and will be offered as premiums for new insurance prospects. McCann-Marschalk, New York, is the agency.

• **Miles Kehoe**, vp and director of marketing of the Wesson division of Hunt Foods & Industries, also has been placed in charge of marketing of all food and grocery products of the combined Hunt-Wesson operation. He will move his headquarters from New Orleans to Fullerton, Cal. Charles Pope continues to be Hunt's marketing director.

• **The Christian Science Monitor** will announce on Oct. 25 plans (1) to publish simultaneously in Boston, Los Angeles and London, England, and (2) to speed up delivery of copies in the Midwest. The newspaper will airfreight copies from Boston to Chicago, Cleveland and Omaha, where they will appear on the newsstands the same day as in Boston. Mats will be airfreighted from Boston to Los Angeles and London printing plants for same day publication.

• **Squirt-Chicago Bottling Co.** has named Gordon Best Co., Chicago, to handle its $150,000 account, effective Jan. 1. Compton Advertising, Chicago, is the former agency.

• **Robert V. Mickels** has resigned as advertising manager of Waste King Corp., Los Angeles, which recently revamped its merchandising and ad department. His duties will be absorbed by Harold J. Fatt, director of merchandising. Mr. Mickels has not announced his plans.

• **Western Building**, Portland, acquired by Miller Freeman Publications with the purchase of *Timberman* in 1957, has been sold to *Pacific Builder & Engineer*, Seattle, which takes over with the November issue. The magazine will be moved to Seattle. *Western Building* will complement *Pacific Architect & Builder*, one of four publications of the new owner.

• **Robert A. Reiff**, who joined Million Market Newspapers in 1959 and who recently was appointed national sales manager, has resigned for "purely personal reasons." The newspaper sales group has not appointed a successor.

• **Harold Miller** has resigned as vp and manager of the media department of Benton & Bowles to join Grey Advertising Agency, New York, as vp and associate media director. He succeeds Eugene A. Accas, who becomes Grey's vp of network relations. Grey also announced the promotion to assistant media directors of Philip Branch and Helen M. Wilbur.

• **AMF Pinspotters** is about to break a $500,000 magazine campaign linking fashion to bowling. A six-page color spread featuring leading lights in fashion designing has been scheduled in the November issue of *Harper's Bazaar.* Also scheduled are testimonial ads from female celebrities on the joys of bowling (AA, April 11). These will appear in November and December issues of *Holiday, Look, Mademoiselle, Playbill, Sports Illustrated, The New Yorker* and *Town & Country.* Cunningham & Walsh is the agency.

• **John Chapin**, former vp of Grant Advertising in charge of its Detroit office, has followed the Electric Autolite Co. account to its new agency, Batten, Barton, Durstine & Osborn. Grant lost the account recently to BBDO, effective Jan. 1. Mr. Chapin joined BBDO in the Detroit office this week and will be an executive on the Autolite account. He had been with Grant since 1959 and was placed in charge of the Detroit office in July of this year, in the reorganization following Grant's loss of the Dodge account. Prior to joining Grant, Mr. Chapin was a partner in his own agency in Detroit. George Freeland, former merchandising director on the Autolite account for Grant, is another recent transfer to BBDO in Detroit.

• **Reynold C. Johnson Co.**, Volkswagen distributor for Northern California, Utah and Northern Nevada, has appointed Doyle Dane Bernbach Inc. to handle its advertising, effective Jan. 1. The 1961 budget is $400,000. Fuller & Smith & Ross, San Francisco, is the current agency. Doyle Dane, which does not have a San Francisco office, will open one. The acquisition brings to more than $2,000,000 DDB's over-all VW billings.

• **Thomas J. King**, vp and management service director of McCann-Erickson, Detroit, an executive on the Buick account, has been placed in charge of the agency's Detroit office, succeeding Thomas J. Henry, who will move to New York to be McCann administrative vp for the eastern and midwestern regions.

• **WMGM**, New York, is being sold to Crowell-Collier Publishing Co. by Loew's Theaters, with details of the sale in the works. The boards of both companies have already approved the $10,000,000-$11,000,000 transaction, which is subject to FCC approval. This purchase, and another now pending, will give Crowell-Collier a total of five radio stations.

# Shafto Urges NAB to Back Code, PR Efforts

*(Continued from Page 1)*

broadcasters will be able to forget about percentages ("or most of them") and organize their program structures to meet the needs of the community in light of other services being provided, which Mr. Shafto feels will include not only other commercial broadcasting facilities, but educational stations, wired music systems, theaters, educational institutions, etc.

He called attention to the modification of the equal opportunity rule (Sec. 315) in regard to Presidential and vice-presidential candidates, and to the commission's withdrawal of the March 16 policy statement with its implied requirement that record sources be announced where they were free. Mr. Shafto feels these developments act toward "emancipating broadcasters" and "placing more reliance on our ability to operate in good faith and in the public interest."

■ He noted that suspension-of-license provisions have been removed before passage. While the fine provisions were included and, while the provision for fines was distasteful, "the over-all benefits of the bill were so great as to overcome our objections," particularly since the fines were for "wilful or repeated violations."

Mr. Shafto commented that 379 stations and three networks (of nearly 500 U.S. tv stations) now subscribe to the tv code—"a remarkable advance over a year ago"—but urged efforts for 100% compliance. Now 845 radio stations (out of 4,000 am and fm stations) are formal subscribers to the NAB radio code. "We must make these codes work," he said, insisting that freedom as broadcasters and business men depended on "our industry-wide posture."

■ Robert W. Ferguson, vp and general manager of WTRF, Wheeling, said areas of greatest concern to the tv code are personal product advertising, movie trailers and post-1948 feature films, which he said were largely acceptable tv fare, although some had "raised eyebrows" when they were first exhibited.

■ Louis Hausman, director of the Television Information Office, previewed "Interaction," a 288-page TIO report on television public affairs programming at community level, which is to be published next week. The book describes more than 1,000 programs and series broadcast by 264 stations in 162 cities, and is aimed to assist stations in adapting other station ideas.

Among TIO's projects in its first year of existence: Joint monthly schedules of information and educational programs now being published in ten cities; a series of advertisements in national opinion magazines; an in-service course on tv for teachers in New York City's schools; and a forthcoming "resources" book on tv to be published by the National Council of Teachers of English.

■ Staff reports at the NAB conference hit the same general points:

• Vincent T. Wasilewski, vp for government affairs, called last year's legislation "95% acceptable, or even desirable," but emphasized the necessity for fairness in political coverage, pointing to congressional concern over broadcasters editorializing in a partisan political situation, and reminding that "in the minds of many legislators, print media do not have a great tradition of fairness."

• Howard H. Bell, vp for industry affairs, said broadcasters were "lucky" to have emerged with freedom to operate unimpaired, and urged legislator contact to build legislative understanding of broadcasting problems.

• John M. Couric, NAB's public relations manager, stressed the importance of building good will, and indoctrinating employes with the view that their future depends on community acceptance, support and good will.

• James H. Hulbert, manager of personnel and economics, took the broadcasters through the trials of WXXX, a mythical station where costs had gotten out of hand despite a sales increase of 300% in five years. Mr. Bell emphasized one point by saying that, in tv, about 4¢ of each dollar of expense goes for salaries; in radio it is 60¢.

• John W. Jacobs Jr., president and general manager of WDUN, Gainesville, Ga., urged the necessity of investigating future sources of broadcasting personnel and cited the work of the Assn. of Professional Broadcasting Education (of which he is a director). He urged the granting of scholarships, summer jobs and internships. He said 55 colleges now have "realistic programs of education for broadcasting" and have more than 2,000 students who hope to work in it.

• John F. Meagher, NAB vp for radio, cited the work of state associations in contacting legislators, and showed some of the public affairs and legislative rapprochement programs of the Georgia, Florida, Indiana and New York associations.

• Charles H. Tower, NAB vp for television, praised the code as "our single most important shield in the last 18 months" and said without it "we would have been in real trouble."

• Norman E. (Pete) Cash, president, TvB, presented an argument for the growth of tv which encompasses substantial increases in tv costs. "The cost of tv has to go up," Mr. Cash said. "We are crummily underpriced."

Mr. Cash believes that by 1970 tv volume will amount to $3.020 millions. He argues that a substantial amount of the increase—some $824,000,000—will have to come from higher costs, which will rise about 5.5% a year. He believes that cost-per-1,000 will be up only 38% at that time. About half the gain will come from national advertisers; the rest will come from retailers. And Mr. Cash devoted his presentation to the increase of retailer use of television.

## Wesley Names Three

Jack Tyl Denney, formerly with Gardner Advertising Co., has joined Wesley Associates, New York, as copy director. Robert M. Rehbock, who formerly headed his own tv program package and production company, Hedon Productions, has been named to the new post of production supervisor in the radio-tv department. Charles M. Amory, formerly president and board chairman of UM&M TV Corp., has been named director of the Wesley radio-tv department, succeeding Jack Zimmer, who resigned.

## B&B Promotes Three

Benton & Bowles, New York, has promoted Gunnard Faulk and Gene Federico, art group heads, to vps. Maximilian B. Bryer, a tv commercial production supervisor in B&B's New York office, has been named to the new post of West Coast tv commercial production supervisor in the Hollywood office.

# *TV Film Makers Vary in Assessing Influence of Advertisers, Agencies in FCC Hearing*

LOS ANGELES, Oct. 13—Relationships of film producers and networks, packagers, agencies and advertisers are getting a thorough airing in the Federal Communications Commission inquiry which began here this week.

In an opening statement, read in his absence, Harold Cowgill, chief of the FCC broadcast bureau, said that although regulations give station licensees the responsibility for all material broadcast, the licensee has little to do with any aspect of creation and production of a great part of all programming.

This has led, he said, to the inquiry into the degree to which networks, from which stations get much programming, place their reliance on independent producers. It was said that facts developed would be used when network regulation is considered by Congress, a move expected in the next session.

■ Considerable attention is being given the question of "creative control" of programs, with chief FCC counsel, Ashbrook Bryant, repeatedly reminding witnesses that in a previous hearing in New York agency men made much of their activity in the production of programs.

However, he was not able to get any substantial support that this is so from witnesses. All agreed that taste and policy approval is the prerogative of the advertiser, but for the most part said they had the say on creative, entertainment and dramatic matters.

William T. Orr, Warner Bros. vp and head of its tv division, said they have no problems whatever with agency men and that they are not on sets. His position was that Warner deals with the network—it has 11 shows on ABC—and its continuity acceptance department insures adequate safeguards of taste and policy, and against excessive crime and violence.

■ William Dozier, vp of Screen Gems, Columbia Pictures' tv subsidiary, observed that advertisers' contracts with nets give them control over taste and policy. He agreed the line between them and "creativity" is vague, and that if discussions did not resolve differences, the advertiser would have the final say. Three examples of do's and don'ts received from advertisers by Screen Gems were shown.

Peter Levathes, president of 20th Century Fox Television, said his organization has no agency or network representatives on sets. Sometimes an agency will attempt to get into creative matters, but in such cases, the producer has the final say, he said.

George Shupert, vp in charge of tv for Metro-Goldwyn-Mayer, said they accept suggestions only from the networks with respect to creative matters.

■ Loretta Young, president of Toreto Films, which is owned by NBC, took the position an advertiser knows what he is getting when he buys her show and will have to take it as it is. She said in eight years only two scripts have required discussions with the network.

Miss Young said just one advertiser, Procter & Gamble, had objected to programs, saying they had complaints about her Catholic viewpoint on some subjects.

■ Ozzie Nelson, president of Stage Five Productions, which is owned by ABC, declared that much of the talk about advertisers trying to control programs is "hogwash." "I have dealt with many agencies and never once met situations where they have made unreasonable demands," he said, adding that when Eastman Kodak became a sponsor he was warned that "nobody could stand the restrictions" they and J. Walter Thompson Co. would seek to impose.

In fact, he has had no problems with them, Mr. Nelson said. He expressed the belief this came from Eastman's previous sponsorship of "Screen Directors Playhouse." These programs were pet stories of directors and more likely to be the type to which there are objections, in his opinion. "We're unobjectionable to the point of being cowardly," he quipped.

He felt that the interests of sponsors should be protected, and said he asks for any restrictions they might have, "to see if we can live with them." He produced a do's and don'ts list provided by Coca-Cola.

■ Other questioning revolved principally around co-production deals with networks, and the extent of the control of stars, writers, producers, etc., by talent agencies, specifically, William Morris Agency and Music Corp. of America, and their use of this control to get packager fees (10% of gross) and sales rights for programs in which their clients participate.

All producers testified that they had one or more co-production deals with networks. In these, the network shares in profits. These usually are based on the financing of a pilot for a series, and its sale to an advertiser. When asked if their companies are not big enough to finance their own pilots, the producers in general agreed that if a series is produced with a network, it is more likely to be salable to advertisers. Also, the network has a selling organization.

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# These Are Some of the Do's and Don'ts Advertisers Gave for Their TV Shows

## Coca-Cola

### *For 'Adventures of Ozzie and Harriet'*

Coke and Coca-Cola are registered trademarks of Coca-Cola Co. They must be used only to identify the product of Coca-Cola Co.

The courts have held that what the public understands the word to mean determines whether or not it continues to be a valid trademark. Should there be a misunderstanding in people's minds as to the meaning of Coca-Cola and Coke, it might be possible for the trademark to be considered generic and therefore open to use of any manufacturer.

This must be avoided at all costs. Coca-Cola and Coke should always be used as singular nouns, never in the plural or possessive, and never as an adjective or modifier.

Two paragraphs of examples are given.

■ It might be wise to mention a few other things in connection with the appearance of Coca-Cola in television shows.

**1.** Children under 13 years of age should not be shown with Coca-Cola.

**2.** When pouring Coca-Cola into a glass, both bottle and glass should be tilted rim-to-rim as in pouring beer. Ice should always be in the glass.

**3.** A Coca-Cola bottle (which has the trademark Coca-Cola in white applied color labels on the outside of the bottle) should be used whenever possible. It is preferable to see the entire logotype on the bottle; if this is not possible it is preferred the first part (Coca) rather than the last part only (Cola) be seen.

**4.** When using capped bottles of Coca-Cola the following distances between the top of the crown and liquid levels should be observed: Regular (6½ oz.) 2"; king (both 10 and 12 oz.) 2¼"; family (26 oz.) 2⅝".

For tv exposure the 12-oz. king rather than 10 oz. should be used. It is doubtful if the family size should be used at all. References to specific numbers of ounces may be avoided unless requested for some extraordinary situation.

## Liggett & Myers for Chesterfields

### *For the Ed Wynn Show*

There should be no portrayal of pipe or cigar smoking or chewing. Avoid shots of messy ashtrays crammed with cigaret butts. Use king-size Chesterfield only. Take cellophane off the package.

Cigaret smoking should be natural and result in a pleasurable impression.

We do not want to create an impression of a continually smoke filled room, but from time to time in the shows we feel natural smoking is a requisite by the cast. It should never be forced. Only those actors and actresses who smoke should be so pictured.

■ Do not use cigaret bases of boxes. Viewers should see the package in natural use from a side pocket or purse. An open pack might be seen around the house. On a coffee table, when pack is used, make certain brand name is covered.

Other ways you can help is with background shots showing cigaret machines in restaurants, train or bus stations, posters, display in drug stores, end of a carton sticking out of a shopping bag.

■ Smoking age. You can show a college man or woman without criticism. The critical age limit cannot be fixed, but should bear in mind the high school and college market is extremely important to Liggett & Myers as future long-time customers.

## Miles Laboratories

### *For 'The Flintstones'*

There should be no reference to headache, upset stomach or taking remedies to relieve same.

There should be no statement or situation in conflict with One-a-Day Multiple vitamins.

There should be no taking of bromides, or sedatives for which Nervine might be used.

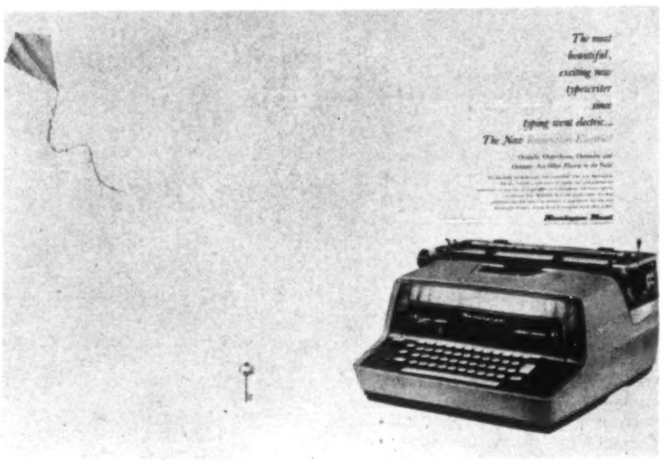
There should be no use of disinfectants for wounds or abrasions, such as mercurochrome, iodine, which might be in conflict with Bactine.

There should be no representation of doctors, dentists, druggists (drugs or remedies) in a derogatory manner or in situations embarrassing to them as a group.

## General Mills

### *For 'Tales of the Texas Rangers'*

This covered four pages, with 22 numbered items. The first 20 related to all conceivable situations with respect to being offensive to all races, colors, creeds, political beliefs . . . included such items as not offending Canadians, southerners with references to the Civil War and Indians. The last two points referred to avoiding offense to such General Mills customer groups as bakeries and restaurants, and no reference to difference in price between supermarkets and independents, nor showing of food in an unappetizing manner. #


The most beautiful, exciting new typewriter since typing went electric...
The New

EXCITING—*Remington Rand uses a lot of blank space in this color page introducing its new Remington Electric typewriter. Color spreads, pages and b&w spreads are scheduled in consumer and business papers. The Wall Street Journal is also scheduled. Gardner Advertising Co., New York, is the agency.*

# *Remington Rand Sets $150,000 Drive for Electric Typewriters*

NEW YORK, Oct. 17—Remington Rand's office machines division will break a $150,000 print campaign later this month plugging its new electric typewriter as the "most beautiful, exciting new typewriter since typing went electric."

The campaign will break Oct. 27 in *Business Week*, *Time* and *U. S. News & World Report*. The same spread will appear in the November issue of *Fortune*. Additional color pages will be used in December and January issues of the same magazines, plus *Glamour*, *The Secretary* and *Today's Secretary*.

■ On the business publication side, Remington has scheduled b&w spreads in *Business Education World*, *Management Methods*, *Modern Office Procedures*, *Office Executive*, *The Journal of Business Education* and *The Office*. Fractional pages in the *Wall Street Journal* will also be used.

Backing the print campaign will be a series of direct mailings covering the three-month campaign period, November through January.

Gardner Advertising Co. is the agency. #

### LYMAN G. LEWIS

DETROIT, Oct. 11—Lyman G. Lewis, 54, secretary and assistant treasurer of the Evening News Assn., publisher of the *Detroit News*, died unexpectedly Oct. 5 from acute leukemia while being taken to a hospital.

Mr. Lewis started his newspaper career as secretary to the publisher of the *Grand Rapids Press*. He stayed there until 1933, when he came to Detroit as assistant secretary of the Booth Publishing Co., later becoming secretary. He left that position in 1952 to become assistant secretary of the Evening News Assn., when Warren Booth became president and later was elevated to secretary and assistant treasurer.

### ROY D. ERWIN

PHILADELPHIA, Oct. 11—Roy D. Erwin, 66, office manager in the advertising department of the *Philadelphia Inquirer*, died Oct. 6. He had also worked for the old *Philadelphia Public Ledger*, Hires Condensed Milk Co. and Atlantic Drier & Varnish Co. here, and for New Jersey Wire Cloth Co., Trenton.

### WALTER J. BRENNAN

GLENS FALLS, N.Y., Oct. 12—Walter J. Brennan, 56, advertising manager of the *Glens Falls Post-Star* and the *Glens Falls Times* since 1937, died yesterday at his home after a long illness.

Mr. Brennan came to Glens Falls from the *Hudson Dispatch*, Union City, N. J., which was published by his uncle, the late Thomas F. Martin. He also had worked for the *Orange Courier*, in Orange, N. J.

### ARTHUR J. HOILES JR.

SARASOTA, FLA., Oct. 11—Arthur J. Hoiles Jr., 26, a member of the advertising department of the *Sarasota News*, was killed Oct. 5 in an automobile accident here. Mr. Hoiles worked for the *Review*, an Alliance, O., newspaper, before coming to Sarasota two years ago to join the *News*.

### EDWARD EVANS

PHILADELPHIA, Oct. 11—Edward Evans, 52, an art director with Arndt, Preston, Chapin, Lamb and Keen, died Oct. 4 in Pennsylvania Hospital. Mr. Evans was a graduate of the Philadelphia Museum school of art, and was a past president of the Art Directors Club of Philadelphia. #

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# Triplicate Bing Is Scored as TV Production First

HOLLYWOOD, Oct. 13—Tv producer William Harbach, who used to show Steve Allen talking to Steve Allen when he produced Steve's tv show, went a step further recently when he had three Bing Crosbys working simultaneously on the screen.

Mr. Harbach, who has received a good deal of comment on the scenes from the Oldsmobile-sponsored Crosby special in which the three Bings sang, talked and danced, said that this kind of electronic three-way trickery had never been done before on tv. He said a good deal of engineering effort went into the sequence to make sure the final result would have the right tv quality.

This is how the veteran tv producer-director explained the technique, in non-technical terms: "It was a mat insert done by a color camera, using a blue mat insert. We used to do the same sort of thing before on the Steve Allen show with two people. There we had two generations of film, taking an original shot of the guy and putting another picture into it. For Crosby we used three generations of film."

The Crosby special was on b&w tape and carried on ABC. But the tricky sequences would have been very risky to do in b&w. So they were produced on NBC's color equipment here, Mr. Harbach said.

# Summerfield Book Hits Publishers, Mail Advertisers

(Continued from Page 2)

breaking deficits. Despite the application of major efficiencies after 1953, he writes, the department's losses from 1946 to 1960 add up to $6.8 billion, "almost half the total increase of $15 billion in the federal debt during this time."

■ "Because second and third class users have been paying highly favored rates, the Post Office losses on handling second class mail in 1959 was running at nearly $300,000,000 a year; on third class mail nearly $200,000,000 a year," he reports. "The government, in other words, was paying what amounted to nearly a half billion dollars a year in subsidies to these users."

After eight years on the job, he said, his conclusions are:

1. The Post Office must be put on a basis of paying its own way.
2. That "it is unlikely to achieve this as long as it remains at the mercy of some members of Congress who will use their power over it to suit their political ambitions and purposes."
3. That it must be put above the dictation of pressure groups which demand that it continue contributing "vast subsidies to their profit-making business operations."
4. That if present political and pressure group controls over postal operations are extended into the future, the Post Office will continue to be one of the biggest annual contributors to the federal debt.
5. That if this great service is permitted to be the master of its own house under reasonable balances and safeguards, it will grow magnificently as a proud and positive part of the economy the American taxpayer wants.

■ His key suggestion is that ratemaking be turned over to a "board of postal rates and fees" appointed by the President for indefinite terms.

Its recommendations, after approval by the Postmaster General, would be reported to Congress, and would become effective unless suspended within 90 days by a joint resolution.

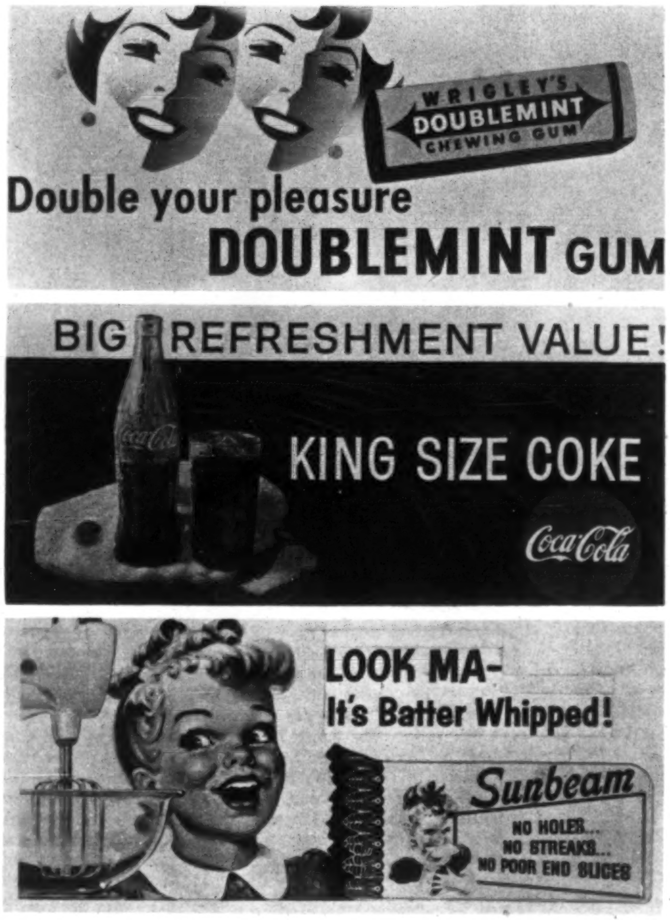
"If we were to argue that high annual postal losses should not concern us, we must ask why the Post Office should charge any fees at all," he argues. "Why should it not carry every person's mail, every publisher's magazines and every advertiser's circulars free of charge and pass the whole cost on to the taxpayers?

"'The real resistance to an equitable rate adjustment comes from some of the politically powerful users of the second and third class privileges who are determined to perpetuate the subsidies they enjoy," the Postmaster General charges. "They particularly like the postal-type subsidy because in operation it does not come to them as an outright subsidy payment, but rather in the form of Uncle Sam picking up the tab for a considerable part of their postal bill.

■ "Certain of the large magazine publishers therefore can go on criticizing outright government subsidies to other groups while they enjoy their own, sight unseen."

Essentially the same reason lies behind the powerful resistance put up by many direct mail advertisers, "largely through a battery of very vocal direct mail associations and their Washington lobbyists," Mr. Summerfield says.

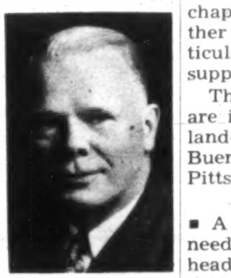
Not all publishers and advertisers feel this way, he adds. Especially among newspaper publishers, he said, there is a "statesmanlike willingness to give fair consideration to this issue on its merits." He notes that more than 90% of the editorials in the nation's newspapers favor pay-as-you-go rates. #



**TOPPERS**—*Wrigley's gum led the list of Starch National Outdoor Ratings for the four weeks ending Aug. 31 with a copy performance index of 71. Coca-Cola ice float was second with 69 and Coke also took fourth with its bathing girl poster with 57. Sunbeam bread was third with 63. The other six of the top winners, in order, were Budweiser beer (52); Wonder bread (51); Post Cereal-Danny Thomas (50); Atlantic Gas (50); Pepsi-Cola (44); and Ford station wagon (43).*

### Putman Names Lokensgard Exec Assistant to President

Putman Publishing Co., Chicago, has appointed Melvin O. Lokensgard executive assistant to the president, Russell L. Putman.


Melvin O. Lokensgard

Mr. Lokensgard formerly was with McCall Corp., most recently as a salesman for *Redbook* in the northwestern territory, with headquarters in Chicago. He also was advertising director of the old *Better Living*, formerly published by McCall Corp.

### 'TV Channels' Negotiates for 'Post-Dispatch' Distribution

*TV Channels*, New York, new Sunday tv supplement, reports that it erred in telling ADVERTISING AGE last week that the *St. Louis Post-Dispatch* was included in its group of distributing newspapers (AA, Oct. 10). Actually, negotiations with the *Post-Dispatch* are continuing, with the newspaper's decision expected later this month.

### Schenley Boosts Feder

Lawrence Feder, brand merchandising manager of Schenley Distillers Co., New York, has been promoted to national merchandising manager, succeeding H. L Laupheimer, who has resigned.

## IAA Launches Drive for 500 New Members

NEW YORK, Oct. 11—The International Advertising Assn. has embarked on a new membership drive. The goal: 500 new members by Feb. 1.

If this goal is achieved, the IAA will have a total membership of about 2,000. The association has doubled its membership in the past four years.

The chapter-type organization adopted last year has resulted in the establishment of nine local chapters and IAA looks for further growth along these lines, particularly in Europe, which already supplies more than 300 members.

The nine chapters charted so far are in New York, Chicago, Cleveland-Lake Erie, Curacao, Caracas, Buenos Aires, Paris, London, and Pittsburgh.

■ A minimum of 25 members is needed to start a chapter and IAA headquarters here points out that the following countries have enough—"or nearly enough"—members to qualify: Sweden, Netherlands, Switzerland, Finland and Japan.

As an incentive, the IAA is offering a Zenith shortwave radio to the individual garnering the greatest number of new members. A desk set will be given as a second prize. #

### Remington Rand Names Hiles

Sterling J. Hiles has been appointed director of marketing of the Remington Rand portable typewriter division of Sperry Rand Corp., New York. Mr. Hiles, who will have overall responsibility for advertising, public relations, merchandising, sales promotion and market research, was formerly director of advertising and promotion for Remington Rand at the group headquarters level.

## Blount Blames Loss of Market Share by Duke, Oasis on FTC, Head Start by Salem

NEW YORK, Oct. 11—Two Liggett & Myers cigaret brands are feeling the pinch. They are the mentholated Oasis, which came on the market about the same time as Lorillard's Newport, a year ago, and Duke, a high filtration cigaret.

Oasis now boasts only one-third the volume of Newport. In 1959 Oasis registered sales of 1.5 billion cigarets.

William A. Blount, L&M president, who today disclosed third quarter sales figures, said he hoped L&M's efforts would bring up Oasis sales. But present ad plans for Oasis are merely "par for the course," including a share in three network tv shows and participation in other media, particularly radio spots and magazines.

Mr. Blount said that there is no relation between Oasis' failure to capture a bigger share of the menthol market and the menthol market in general, which he predicted will grow.

■ L&M (the company) has not been able to match the efforts of the latter-day pioneer brand, Salem (R. J. Reynolds Tobacco Co.), and the other brands that followed. Salem had a head start of a year and captured "a tremendous share of the market"—selling about 27 billion cigarets last year. At the same time, Lorillard's Newport continued to pick up and is now probably that company's most healthy brand in terms of growth.

The rest of the menthol field are regarded by the leaders as mere "peanuts," the under two-billioners. They include such brands as Alpine (21st in the field in 1959), Spring and Riviera. All are investing sizable amounts in advertising for a share of the 61-billion menthol cigaret market.

But Mr. Blount's commentary on Oasis stressed not that its sales were falling, but that its growth was at a decreasing rate. More filters than ever are being sold in the total 470 billion cigaret market this year, but the increase of filters at the expense of other categories is reportedly becoming smaller.

■ Second of the barometric indications for the industry provided by Mr. Blount was the fate of Duke, L&M's newest brand.

At the 1 billion cigaret sales level, Duke was the smallest seller among the top 23 brands last year. Duke was one of the brands hit by the Federal Trade Commission's ruling earlier this year barring health claims in cigaret advertisements. Today Mr. Blount reiterated that there is not much future for high filtration cigarets—"You've got tobacco burning at one end and hot air at the other," he said.

But the rest of the industry does not share his misgivings about high filtration. Winston (Reynolds—43 billion cigarets sold last year) and Kent (Lorillard—36 billion last year) do not go along with this. Neither do some of Mr. Blount's own people at L&M, who point out that "the original Kent was no better than Duke." They told ADVERTISING AGE that it is too early to write off both their brand and the type in general. "Duke can come back," they said.

■ Duke of Durham achieved national distribution at the end of November, 1959, after being introduced two months earlier. A "tremendous" budget was allocated, with tv the media kingpin. Programs included "Laramie," "Markham," "Gunsmoke," "Hotel de Paree," "The Untouchables," "Black Saddle," "Adventures in Paradise," and "Alaskans."

But early this year L&M dropped its print advertising under pressure from the FTC to end its low tar and nicotine claims. Then a revamped Duke was introduced in April, with a new filter, because the company found that "most people don't want that heavy a filter," Mr. Blount reported at the time (AA, April 4).

Duke continues to have steady sales to a small group of brand loyalists, but the company's heart is clearly not in the undertaking.

■ Though L&M's president claims that high filtration sales generally have slowed because of the FTC ruling, other companies interpret the leveling off differently. One says that for the first time since 1953, when filters started taking a big share of the market, industry-wide stability is becoming apparent. "For the first time, non-filters have arrested the decline and slowed the gains," one industry source said.

Mr. Blount told ADVERTISING AGE that L&M has no intention of abandoning any of its brands. However, he indicated, the next 10 to 15 years may see a swing back to fewer brands in the whole industry, and L&M would probably follow suit.

He said that L&M is continuing to advertise Oasis and Duke, "not as a mere matter of form," but as brands that are as good as any. While not much promotion money is being invested in Duke and the advertising for Oasis is not big as cigaret advertising goes, they are not being abandoned, he said.

"This cigaret business is a horse race—and you can quote me on that," he said.

■ As for the FTC ruling on health claims, it destroyed the basis for very high filtration cigarets, Mr. Blount said; basically these cigarets depend on a health appeal, and the ruling probably was good for the industry itself. People smoke for pleasure, pure and simple, he said.

Wright A. H. Hayes J. S. Hayes

**AFFILIATES MEET**—*Arthur Hull Hayes, president of CBS Radio, discusses the network's revamped programming schedule with John S. Hayes, WTOP, Washington, and J. W. Wright, KSL, Salt Lake City. John Hayes was re-elected chairman of the affiliates board and Mr. Wright was named vice-chairman at the recent two-day convention in New York.*

# Mailers Cried 'Wolf'; Weren't Hurt by Rate Hikes, Riley Tells DMAA

*(Continued from Page 1)*

if the remaining manual mail handling methods continue. Complete mechanization is the only answer."

A major obstacle to mechanization is the diversity of sizes of today's letter mail. The Postmaster General last May proposed regulations requiring (1) A minimum size of 3x4¼"; (2) rectangular sizes; (3) a width-to-length ratio of 1 to 1.414; and (4) sealing of all four sides of a mailing piece.

In August, the Post Office published proposed regulations for handling third class mail which is undeliverable as addressed.

■ He had some advice for mailers:

**1.** Avoid the suspicion that proposals for service improvements are designed to supplement postal rate proposals.

**2.** Don't withhold support of proposals to effect economies and improvements in service just because you're opposed to rate changes.

**3.** Adjust your mailing plans for the '60s to the prospects of a modern postal service in the '60s.

**4.** "Require your representatives and spokesmen to give you the facts, rather than slanted negative reports which are obviously designed to further their own employment."

**5.** Ask the Post Office for the facts.

■ As for the proposals to require standard dimensions, Mr. Riley said minimum size and rectangular shape were well understood. The sealing of four sides is not, and he pointed out that mechanization requires repeated culling, facing-canceling, sorting, stacking and destacking. Thus loose flaps and unsealed edges interfere with other mail and jam machines; unsealed envelopes transported at machine speeds fill with air and burst under compression; and open-end pieces catch smaller pieces, which are pushed inside.

As for undeliverable mail, he commented that present procedures are drawn from second class procedure and said that the two classes of mail present "different problems." The new procedure has been successfully used since December at Philadelphia and Wilmington, he asserted, asking that mailers "not be misled" by news stories.

Finally, Mr. Riley said that third class mail doesn't get inferior handling. The department's intention, he said, is to provide "the service you have paid for." He went on to say, "You produce the increased volume of mail during the '60s—and the Post Office will handle it."

■ In a subsequent question-and-answer session Mr. Riley surprised many mailers by disclosing that the dimension requirements were not intended to apply to large envelopes: "I thought it was clear that we are talking about letter-type mail"; and that catalogs and flyers would apparently not be subject to the four-sealed-edges requirement.

In response to a question, he estimated that only 200 of the 36,000 post offices would be mechanized, emphasizing that these 200 are those which handle most of the nation's mail.

He was under heavy fire for the Chicago post office's handling of parcel post, which was described as "brutal." One mail order operative reported that his company's instructions were to use United Parcel service wherever possible in the Chicago area, and to avoid the Chicago post office wherever possible. Mr. Riley insisted the handling in Chicago was good, considering the volume involved. Other questions dealt with the possibility of revising Post Office proposed regulations on forwarding of third class mail, with mailers estimating that 12½% of their volume might be involved in the switch.

Victor Perry, who retired last year from the Canadian postal service and is now with Herbert A. Watts Ltd., Toronto, reported briefly on Canadian mechanization experiments in Peterborough and Ottawa, emphasizing that mechanization is many years away, a view Mr. Riley agreed with.

■ The closing session of the convention was warned that the next target of attack from government, from politicians and from the public, will be print advertising, and especially direct mail. This warning came from Charles S. Corcoran, vp of Equitable Life Assurance Society of the U. S., New York, who spoke at the final luncheon.

According to Mr. Corcoran, "There always seems to be a scapegoat in advertising, and it is not mere coincidence that it is always the transcendent and dominating medium—currently television."

As an advertiser in all media, Mr. Corcoran predicts that television will soon find itself less dominant than it is today.

"Television," he stated, "is overly expensive and getting more so. It is a target for more and more regulatory measures. Buying prime time is a scramble. A serious sponsor, such as Equitable, with its "American Heritage" show, finds it increasingly difficult to compete for audience.

"In the offing is pay tv, with all its implications. Finally, television primarily is an entertainment medium, secondarily an advertising medium. It is not recorded that purely entertainment media ever persisted as advertising media.

■ Robert M. Feemster, chairman of the executive committee of Dow-Jones Co., presented the keynote speech, urging that full creative effort be employed, since "America needs you now—your best effort." He called attention to the dangers of pricing ourselves out of foreign markets and sounded what may be an increasingly familiar note in the future:

"Let's forget our image and do a better job creatively."

■ Dexter M. Keezer, economic advisor to the McGraw-Hill Publishing Co., said the prospect of the '60s depends on how well the sales department does its job, defining selling as everything from "product design through advertising to door bell pushing."

Mr. Keezer said that there is nothing in the incipient recession that can't be cured "by a dose of successful selling." He reminded the audience of the U.S. "economy of abundance," calling abundance "the dominant characteristic of the '60s."

■ Paul J. Bringe, who operates his own company in Milwaukee, stressed the necessity of keeping copy "up to the educational level of our audience, a level advancing every day." He urged closer attention to reader feedback, which, he believes, can be sorted and tabulated and produce guide lines to "double or triple our results."

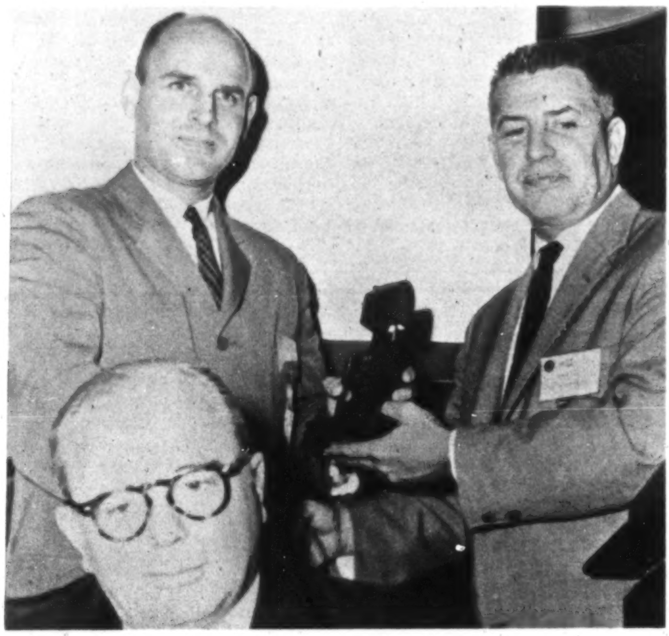
■ George W. Head, advertising and sales promotion manager of National Cash Register Co., traced NCR's history in direct mail, which founder John H. Patterson thought a "necessity." Mr. Head reported that NCR now uses about 60 direct mail campaigns for its cash register line alone, and stressed NCR's efforts to tie direct mail into both sales calls and publication advertising.

■ Sylvia Simmons, Young & Rubicam, and Joan Throckmorton, *Sports Illustrated*, showed 49 creative approaches to direct mail, ranging from the use of fine art (Abbott Laboratories) to "Dick Tracy."

In a morning-long copy session, much attention was focused on whether "formula" copy pays out. Robert Stone, National Research Bureau, Chicago, outlined a formula: (1) Promise a benefit in the headline or first paragraph; (2) enlarge on the benefit immediately; (3) tell the reader specifically what he's going to get; (4) back statements with proofs and endorsements; (5) tell the reader what he might lose if he does not act; (6) sum up your promised benefits in your closing offer; and (7) incite action—now.

The DMAA meeting drew about 1,200 people. Next year's convention will be held in New York. The board of governors elected as its chairman Earle A. Buckley, president of Buckley Organization, Philadelphia *(see "Adman in the News," Page 119)*. New governors include George Head, National Cash Register Co., Dayton; Kenneth MacQueen, MacManus, John & Adams, Bloomfield Hills, Mich.; L. A. Smith, Sylvania Lighting Products, Salem, Mass.; C. R. Schaible, Mead Papers, Dayton; V. G. Baker, Howard Smith Paper Mills, Montreal; G. B. McCollum, Reuben H. Donnelley Corp., Chicago; Bruce Andrews, Stran-Steel Corp., Detroit; and Mrs. Betty Roskam, Roskam Co., Kansas City. #

**PLAQUE**—*Earle A. Buckley, new chairman of DMAA (left), presents a plaque to S. Arthur (Red) Dembner, circulation manager of Newsweek, retiring chairman.*



Simpson Feemster DeLay

**TOP WINNER**—*Here W. H. Simpson, manager of the advertising and sales promotion department of IBM's data processing division, receives DMAA's gold mail box award from Robert F. DeLay, DMAA president. In the foreground is Robert Feemster, of the Wall Street Journal.*

### *6-Month Direct Mail Volume Estimate over $1 Billion*

MIAMI, ~~Oct. 12~~—The DMAA estimated the volume of direct mail during the first six months of 1960 at $1,031,644,595—a 7% increase over the first half of 1959, when volume was estimated at $960,709,967.

DMAA now believes 1959 figures were underestimated, due to difficulty in computing changes in postal rates. Post Office reports show first class mail volume remained at 1958 levels in 1959, but third class showed an increase of 7%, or more than a billion pieces. Many users obviously switched from first to third class.

## Meredith Reports Top Revenues, High Earnings for 1960

DES MOINES, Oct. 11—Meredith Publishing Co. revenues in fiscal 1960 ended June 30 were the highest in the company's history and earnings were second only to 1957, stockholders were told at the annual meeting here today.

Revenues for the fiscal 1960 were $59,408,000, a 15% increase over 1959 and earnings were $4,421,000, 7.4% of revenues, compared with $4,256,000 in 1959, when earnings were 8.2% of revenues. Earnings for 1957, the company's peak earnings year to date, were $4,644,000, or 8.8% of revenues.

Revenues derived from Meredith's magazine and book publishing operations totaled $43,304,000 for 1960, an increase of 9% over last year. The company publishes *Better Homes & Gardens* and *Successful Farming* plus *BH&G* books and idea annuals. Stockholders were told that during 1961 the company would add three more hardbound books to its list of titles: a dessert cookbook, a sewing book and a casserole cookbook.

■ Broadcasting revenues rose to $11,563,000 during fiscal 1960, a 7% increase over the previous year. Also, the fiscal 1960 year includes full-year earnings for the first time for two recent Meredith acquisitions—National Plan Service Inc., a service to building material dealers, and Replogle Globes Inc., a manufacturer of world globes, plastic record cases, and stands for phonographs and records.

In its broadcasting operations, Meredith operates the following stations: KPHO (am-tv), Phoenix; KCMO (am-fm-tv), Kansas City; WHEN (am-tv), Syracuse; WOW (am-tv), Omaha; and KRMG, Tulsa radio station. #

### *Minneapolis-Honeywell Boosts Arthur Dietrich, Dean Randall*

Minneapolis-Honeywell Regulator Co., Minneapolis, has appointed Arthur O. Dietrich manager of advertising and sales promotion for all the company's industrial operations. Mr. Dietrich, who will headquarter in Philadelphia, succeeds Charles W. Bowden, who has been named industrial sales manager for the international division.

Arthur O. Dietrich

Dean B. Randall

Taking over Mr. Dietrich's responsibilities in Minneapolis is Dean B. Randall, advertising director of the Minneapolis-based divisions, who now will have the title of director of advertising and sales promotion.

### *Barford Joins CDNPA*

R. A. Barford has joined the staff of the Canadian Daily Newspaper Publishers Assn. Mr. Barford, formerly publisher of the *Sarnia Observer* and general manager of Thomson Newspapers in Canada, will succeed I. H. Macdonald as general manager of the association in April, 1961.

### *Cooley to Duddlesten as VP*

Ray W. Cooley has joined Wayne Duddlesten & Associates, Houston, as vp and agency manager. Mr. Cooley was formerly industrial advertising director of Richard L. Minns, Allstate Advertising Inc., Houston.

### *Milici Moves Offices*

Milici Advertising Agency, Honolulu, has moved to enlarged quarters at 1100 Ward Ave.

*This Week in Washington . . .*

# Lazy Investigating Leads FCC to Cite Top-Rated WAVZ for 'Too Many Ads'

**By Stanley E. Cohen**
**Washington Editor**

WASHINGTON, Oct. 13—In its current "crackdown" on "over-commercialization" in radio, the Federal Communications Commission is once again demonstrating that laws and regulations are no better than the men who enforce them.

The commission feels that "over-commercialization" is a sign of irresponsible management. So, in processing license renewal applications, the commission staff counts the commercials in a composite week. If the number exceeds some undisclosed test, the station is docketed for investigation.

▪ The trouble with this kind of game is that FCC is a lazy investigator. Instead of using "over-commercialization" as a starting point for a comprehensive analysis of the station, "over-commercialization" is being treated as an offense in itself. Perfectly respectable stations are being hauled in and publicly humiliated for no more substantial cause than a feeling within FCC that they may be putting their bank accounts ahead of their obligation to serve the public.

This policy was reduced to its ultimate absurdity recently when a New Haven station was notified that FCC is concerned about the number of announcements recorded in its log. The station explained that the total is big because it regularly carries a heavy load of public service announcements. But FCC responded with a public citation calling on the licensee to explain how he justifies so many interruptions in his programming.

▪ If the members of the FCC who voted for this citation—Chairman Fred Ford, commissioners Robert E. Lee, John Cross and Robert T. Bartley—had set out to make the commission look silly, they couldn't have selected a more astounding case. For the station summarily scooped up in this net was WAVZ, New Haven, a household word when broadcasters look for the symbol of a station that operates the way a good station should.

Under the close personal supervision of its owners, WAVZ pioneered as an independent that fought its way up by identifying itself with public service. Its programming was built around aggressive, original reporting of local news. Its owners became personally involved in the most public spirited drives to improve and rehabilitate the community. WAVZ has won every public service award in the book.

▪ On the basis of the fame he received at WAVZ, its owner, Dan Kops, became a moving force within the National Assn. of Broadcasters, pressing other stations to identify themselves with high quality news reporting, and the promotion of civic progress. With success, he used his free time for even more participation in programs to improve New Haven. Eventually, he acquired WTRY, Troy, N.Y., and introduced the same techniques there.

Mr. Kops found that the most effective way to handle public service announcements is to do what radio advertisers do: Use spot announcements. Without the slightest suspicion that he would be penalized for the effort, he sprinkled public service announcements through his schedule, giving the same saturation support that advertisers like to get for their products.

▪ Ultimately, of course, FCC will have to find a way to escape gracefully from its attack on WAVZ. Does it want the station to abandon its public service announcements, and the distinctive programming format that has been acclaimed throughout the industry?

Can it justify the use of time and personnel to harass a "blue ribbon" station when the air is crammed with "juke boxes" which do so little for their communities?

▪ While the WAVZ case shows that FCC is a lazy investigator, it also shows that the commission has more power than its members are capable of handling.

Its charges against WAVZ have been widely circulated in New Haven, where the legal distinction between an "indictment" and a "conviction" may not be fully appreciated. Community organizations which have benefited from its support have flocked to the defense of the station. But even if FCC eventually decides the whole proceeding was a mistake, how long will it take for WAVZ to remove the smear that has been spread on its name? #

SALUTING DETROIT'S NEWEST SKYLINER
Congratulations from ...
MICHIGAN ADVERTISING DISTRIBUTING COMPANY

SALUTE—*Forty-nine signboards in the Detroit area have been rented by Michigan Advertising Distributing Co., a direct mail service company, to salute Detroit's new $23,000,000 general post office building, which was dedicated Sept. 29.*

### Needham, Louis Names Risteen VP, Marketing Head in N.Y.

Needham, Louis & Brorby has named Richard N. Risteen vp and director in its New York office in a move "to expand client services offered by the agency's New York office."

Richard N. Risteen

Mr. Risteen formerly was a member of the merchandising plans board and a merchandising account executive of Sullivan, Stauffer, Colwell & Bayles. Before that he was associate marketing director of Batten, Barton, Durstine & Osborn.

### Grant Boosts Raymond; Names Schmidling, Simmons

Grant Advertising has promoted Milton H. Raymond to senior vp and chairman of a new plans board in the New York office. Mr. Raymond joined Grant in June as a vp and account group supervisor from Cohen, Dowd & Aleshire.

Grant also has named Raymond L. Simmons an account executive and Joseph T. Schmidling an agricultural account executive in its Chicago office. Mr. Simmons formerly was with Fairbanks, Morse & Co. Mr. Schmidling previously was with Fairall & Co., Des Moines.

### Autolite Ltd. to BBDO

Electric Autolite Ltd., Toronto, and its affiliates—Autolite Batteries of Canada Ltd. and Prest-O-Lite Battery Co. Ltd.—will move their advertising accounts from Grant Advertising to Batten, Barton, Durstine & Osborn, effective Jan. 1. The account is estimated to involve $300,000 a year in billings. The development follows the move in the U. S. of Electric Autolite from Grant to BBDO.

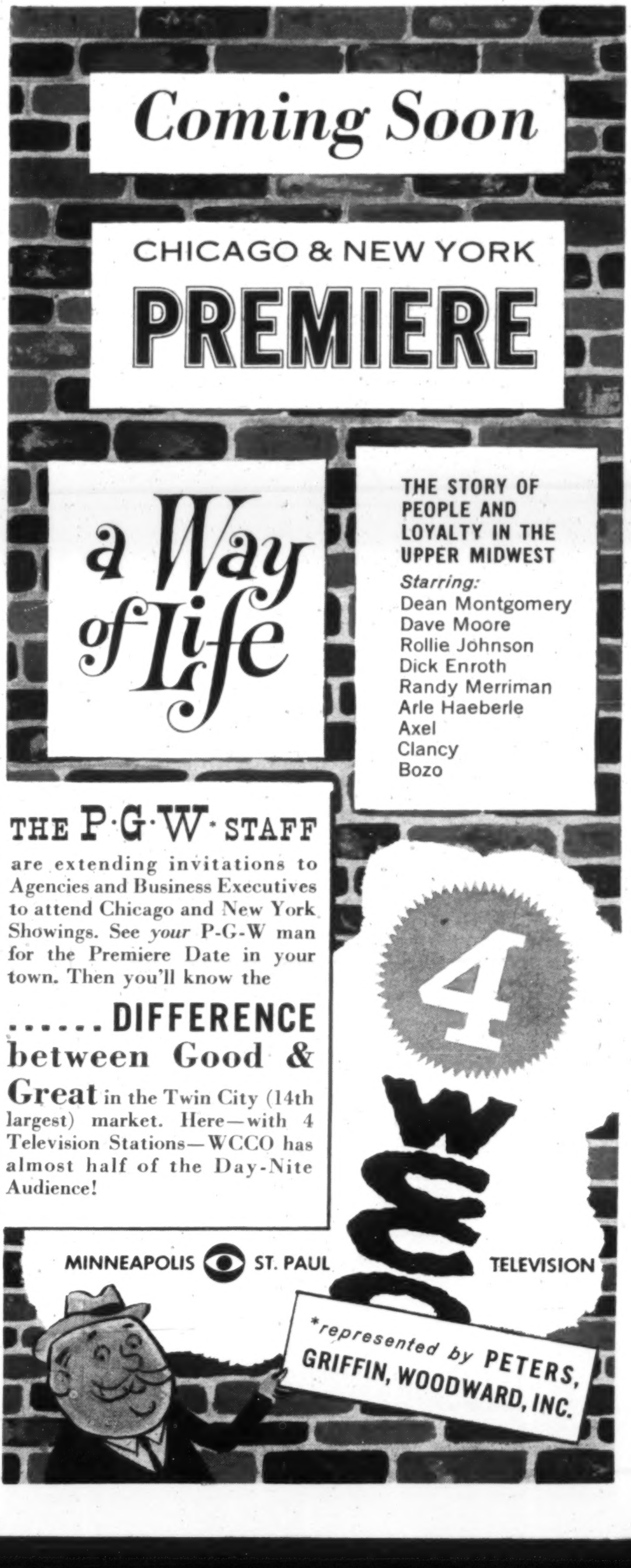
### Meredith Offers to Buy Stock of Appleton-Century-Crofts

Meredith Publishing Co., Des Moines, has offered in a letter to the stockholders of Appleton-Century-Crofts, New York, to purchase the capital stock of that book publishing company. Appleton-Century-Crofts publishes text books, medical, trade and reference books.

ADVERTISING DIRECTOR

Prestige service company has opening for seasoned advertising executive who possesses the quality of abrasive creativity which sparks attention and action getting response. Must be a promotion-minded copywriter and bring a special kind of excitement to his work. This is no spot for a junior but for a man with a high degree of business sophistication. Success in this job means opportunity to become an officer of the company. Salary $12/15,000.

JERRY FIELDS
ASSOCIATES
ADVERTISING PERSONNEL
(Jobs Unlimited Agency)
16 E. 52 St., N. Y. 22, PL 3-4123



Coming Soon

CHICAGO & NEW YORK
PREMIERE

a Way of Life

THE STORY OF PEOPLE AND LOYALTY IN THE UPPER MIDWEST
*Starring:*
Dean Montgomery
Dave Moore
Rollie Johnson
Dick Enroth
Randy Merriman
Arle Haeberle
Axel
Clancy
Bozo

THE P·G·W· STAFF are extending invitations to Agencies and Business Executives to attend Chicago and New York Showings. See *your* P-G-W man for the Premiere Date in your town. Then you'll know the

...... DIFFERENCE between Good & Great in the Twin City (14th largest) market. Here—with 4 Television Stations—WCCO has almost half of the Day-Nite Audience!

MINNEAPOLIS ST. PAUL TELEVISION

*represented by PETERS, GRIFFIN, WOODWARD, INC.

it's a Fact

THE STAR CARRIES MORE CLASSIFIED THAN ANY MONTREAL NEWSPAPER.

This is just one of the many facts that demonstrate the remarkable pulling power of Montreal's largest English newspaper (more facts on request).

The Montreal Star

Represented nationally by
O'Mara and Ormsbee Inc.

# The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

**AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1960 49,928**

## HELP WANTED

### ILLUSTRATOR

Render rough figure illustrations for layout, finish line and wash black and white and color. Permanent salary position with top Denver, Colorado, art studio. All A-1 accounts. Long experience not important. Must have basic figure training. Send short account of age, marital status, etc. with samples. Samples will be returned.

Box 4230, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

### BARNARD'S

**A Specialized Placement Service**
**ADVERTISING PR, EDITORIAL, SALES, SECRETARIAL & GEN OFF**
**call or write**
**Miss Barnard Mr. Pollard**
**WA 2-2306 220 S. State St., Chicago 4**

### MARKET RESEARCH SUPERVISOR
### CHICAGO OFFICE AAAA AGENCY

Experienced in all phases of market and consumer research. We are looking for a college graduate, perferably in the Liberal Arts or Social Sciences. Minimum four years experience. Major duties involve preparation of research proposals, including questionnaire development, project design, sampling, and rationale. Individual must be able to analyze data and write clearly and concisely.

Client contact involved with increasing responsibility as individuals' skill and familiarity with his accounts grow. Excellent opportunity for growth in Chicago and with other offices of this agency. Salary commensurate with qualifications and experience. Liberal benefits. 35 hour week. Reply in writing, stating qualifications, age, and salary desired.

Box 4068, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

### TRAFFIC MANAGER

Male/female, Med. 4-A N.Y. Industrial Agy., state experience, salary required.

Box 4203, ADVERTISING AGE
630 Third Ave., New York 17, New York

### EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE

**Publishers Employment**
**469 E. Ohio St., Chicago Su 7-2255**

**ART DIRECTOR**, staff of 8-10, newspaper promotion. Excellent opportunity in New York City for man who can combine administrative, creative talents. Must have had some supervisory experience. Salary range $8-9,000. Submit sample tissue layouts, with resume including age, references, to

Box 4130, ADVERTISING AGE
630 Third Ave., New York 17, New York

**COPY CHIEF—ASST. TO PRESIDENT** small, fast growing 4A Agency with Motion Picture Production division in medium sized Eastern city where working and living are equally pleasant. Must be idea man, agency experienced in writing crisp, persuasive copy and qualified to serve in executive capacity. You may be down slightly on the totem pole of your present department due only to lack of seniority. If so, write complete details, including age, experience and salary. Enclose an inexpensive photo. **Walter G. O'Connor, President, Walter G. O'Connor Company, 100 N. Cameron St., Harrisburg, Pa.**

## HELP WANTED

### MOLENE PERSONNEL SERVICE

publicity .................... editors
adv. managers .................... copywriters
artists ...... media ...... production ...... sales
"All is grist which comes to our mill"
**ANdover 3-4424, 105 W. Adams St., Chgo 3**

**COPYWRITER**—wanted by well-known advertising agency. Woman 30-40 with agency experience in national home furnishings copy. Knowledge of decorating essential; previous retail store copy experience desirable. Location Philadelphia. Give full details in first letter.

Box 4204, ADVERTISING AGE
630 Third Ave., New York 17, New York

**OPPORTUNITY** in fabulous Phoenix and the Valley of the Sun. Weekly Newspapers of Ariz., affiliate of Ariz. Newspapers Assn., needs man with demonstrated sales ability and working knowledge of agency-client media selection. Some knowledge of weekly newspapers desirable. $5200-$6000. More sales, more money. Full details, including references, to **Weekly Newspapers of Arizona, 426 Central Towers Bldg., Phoenix, Ariz.**

### ADVERTISING, PUBLIC RELATIONS & PUBLISHING JOBS AVAILABLE

Mr. Love
**f. w. BARNHOLDT & Associates**
**185 N. Wabash Chicago 1 FR 2-0115**

**Copy and contact man** to work with hotel-motel-resort accounts also banks and financial. Send resume of experience, salary requirements. Probably $6,000-$8,000.

Box 4205, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

## POSITIONS WANTED

### AVAILABLE: COPYWRITER
### (Non-Ivory Tower Variety)

I don't believe effective advertising is written in ivory towers. It's written by people who **know** people—all kinds of people. I'm that kind of writer. Vital statistics: Age, 28. 5 years exp. in copy, production, sales, college graduate, married.

Box 4206, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

### IND. DESIGN & ART DIRECTOR

Highly experienced design consultant seeks contact with progressive company to design and co-ordinate special projects in advertising and promotion. Professional skill in the creation and development of company publications, exhibits, product appearance, packaging, sales-and-promotion films, including direction and budget supervision. Qualified background in industrial design, art direction and photography. Excellent references. Staff or retainer basis.

Box 27 R 875, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

### ASSISTANT ACCOUNT EXECUTIVE

4A creative & acct. exp. food & hard line pdcts. Employed. Cost-conscious technical & whlsle-rtl. B/G. Efficient

Box 4209, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**ACCT EXEC/AD MGR—4 YRS EXP.** All levels contact—all phases adv., p.r. Now ad. mgr. N.Y.C. Chem Co. 8.5-10M

Box 4213, ADVERTISING AGE
630 Third Ave., New York 17, New York

## POSITIONS WANTED

### SPM-MERCHANDISER-MFG-AGENCY

creative—consumer goods promotions
Box 4212, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

### EXPER. MAGAZINE SPACE SALESMAN

is interested in making agency connection, large or medium size. 13 yrs. magazine exper., last five with newsweekly, previous newspaper selling. I feel very confident that I have gained knowledge of marketing, sales and advertising budget operations of widely diversified types of companies. I would like to prove ability to become well-rounded account executive. Age 41, married, two children. Chicago preferred. Now available.

Box 4208, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

### AD MAN—AGE 35

15 years major ad agency experience, New York, San Francisco & Los Angeles, Consumer & financial, all media.

Call OL 4-1670 (L.A.) or write
Box #27 R 901, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

### MEDIA BUYER/ADVERTISING MGR

Six years in TV-Radio, magazine sales plus corporate positions. Marketing degree. 36 years old. Chicago area. Salary 9-10M.

Box 4207, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

### CREATIVE, MANAGING EDITOR

of monthly trade magazine seeks challenging editorship or research work in communication—Chicago area. Have M.A., Soc. Science. Member of Nat. Society for the Study of Communication. Young.

Box 4210, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

### ADVERTISING DIRECTOR

8 years of extensive experience in all media of advertising, including television and motion pictures. Dynamic, highly creative idea-man, able to conceive, plan and co-ordinate your entire campaign in detail. College graduate. Top references. Age 33, married, family.

Box 27 R 877, ADVERTISING AGE
4041 Martlon Ave., Los Angeles 8, Calif.

### ART DIRECTOR, POINT OF SALE

Creative Designer, long experience with cardboard and permanent materials. Top executive qualifications practical sales background. Full or part-time.

Box 4215, ADVERTISING AGE
630 Third Ave., New York 17, New York

### ADV—SLS PROM. MGR.

As ad mgr & creative agcy acct exec helped increase sales for nationally-known Co.'s. Long range planner. Resume.

Box 4186, ADVERTISING AGE
630 Third Ave., New York 17, New York

**FREE LANCE IDEAS**—layout—production—artwork, for folders, catalog pages, pop displays—motion—light, fl. stands,—entire litho or silk screened jobs. **Ph. Fi 6-0530 IDEAS—R812—130 N. Wells St.—Chicago 6**

### FOR SALE! USED ADV. MANAGER COLUMBUS, OHIO

Only 32 years old! Low Mileage! Fully equipped for smooth operation (of your Ad Dept.) Previously chauffeured by hard goods chain. Presently being driven by coast to coast retailer. Low payments of only $825 a month.

Box 4216, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

### FREE LANCE PUBLIC RELATIONS

Seasoned newspaperman offers taste and economy for Chicago clients. **PRESS DIRECTIONS, Room 1914, 343 S. Dearborn St., P.O. Box 1359, Chicago 90.**

## POSITIONS WANTED

### FOR RENT
### SPACE SALESMAN

A real pro. If you can sell me on your book, I'll turn your target accounts into ad revenue. Enjoy new business calls. 9 year publication veteran, newspaper & magazines; 30, college, married, bunch of kids. 12 G minimum with a chance to make more. Trade or consumer, have done well in both. New York area interviews.

Box 4218, ADVERTISING AGE
630 Third Ave., New York 17, New York

### CAPTIVATING COPYWRITER

Female. Agency-retail-free lance experience. 15 years. Chicago location only.

Box 4219, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

### OHIO-MICH-ILL POST WANTED

29 yr. old M.S.U. Journ grad with 3 yrs. industrial adv. and marketing. Also 2 yrs. fashion adv. and merchandising in New York. May I send my resume?

Box 4221, ADVERTISING AGE
630 Third Ave., New York 17, New York

### Advertising—Merchandising Mgr.

Experienced all phases advertising, national and co-op, merchandising, sales promotion, publicity on consumer packaged goods. Creative, efficient administrator. Will accept responsibility—produce results for agency or consumer goods mfger. Current income $11,000.

Box 4222, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

**COPYWRITING-FREE LANCE. TOP** mail order Co. Writer wants assignments. Agncy. exp. Indust., Cons. Catalogs, ads, brochures, cat. sheets, etc. Chi. area.
**F.R.A., P.O. Box 9177, Chicago 90, Ill.**

**WRITER** seeks career position in industrial publicity, adv. or sls prom. Commuting distance of NYC ONLY. Agency and comp. exp.

Box 4231, ADVERTISING AGE
630 Third Ave., New York 17, New York

### ADVERTISING MANAGER

Can help secure more sales, help company/grow. Well rounded ad exp.: Mfg., Agy. Retail. Creative administrator; 5-yrs. Coll., **Age 34.**

Box 4224, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

### MY SERVICES ARE EXPENSIVE

Ambitious young, sales oriented man. Presently Ass't Mk'tg Manager lighting fixture mfg. Desires challenging opportunity.

### CAN YOU AFFORD ME?

Box 4223, ADVERTISING AGE
630 Third Ave., New York 17, New York

**MR.MAGAZINE PROMOTION MANAGER** . . . This highly creative man can quickly produce concise, forceful sales oriented copy for you (He's already done it for a nationally-known women's service book and a leading trade magazine). He's highly enthused about magazine promotion—wants to put this enthusiasm to work for a top consumer magazine. How about yours? Resume on request. **S. Davis, MU 2-2446 or 229 E. 35th St., New York 16.**

**Free Lance Writer** (Loop location) wants more retail, catalog work. Samples.

Box 4214, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

### EXPERIENCED WRITER FOR HIRE

6 years advertising and sales promotion. Versatile. Heavy collateral exp. Good visual planner. Small or med. agency. 32

Box 4217, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

## POSITIONS WANTED

### EXECUTIVE ART DIRECTOR

Top flight idea man available. Experienced in heading large studio. Specialist in product development, displays, packaging, decorative art, premiums and sales promotion. Chicago area only.

Box 4220, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

## REPRESENTATIVES WANTED

### JR. SPACE SALESMAN

Some experience in field helpful. Opening in expanding Chicago office for young career-minded salesman. Salary, bonus and other benefits. Personal letter required with complete resume. Must be bondable. Write in complete confidence to

Box 4228, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

### DIXIE-TEXAS

We have never been represented in the Southern States. Now seek "on-the-spot" sales by qualified firm or individual in Dallas, Atlanta, Miami and possibly New Orleans for 25-year old professional and 30-year old 1,000,000 circ. consumer monthlies. High, but competitive rates. Commission only with good contract for right people. Send organizational and other details in confidence to

Box 4229, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

## REPRESENTATIVES AVAILABLE

### TOP FACTORY REPRESENTATIVE

Prestige hard driving experienced executive sales. National sales leader 2 corp's. Prefer est. line with potential. Houston, Texas, base.

Box 4226, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

### P-O-P and DISPLAY LINES WANTED REPRESENTATIVE—UPSTATE N. Y.

Experienced printing salesman, needs additional permanent and cardboard sources. Will be at POPAI Show. Reply:

Box 4227, ADVERTISING AGE
630 Third Ave., New York 17, New York

### ESTABLISHED PUBLISHERS REPS AVAILABLE

Experienced in Trade and Consumer Magazines. Our "on the spot" Southern coverage will save you travel costs and release your sales manpower for primary areas. We know the people—we have the contacts. Do you have an undeveloped Southern Territory? Reply to

Box 4200, ADVERTISING AGE
630 Third Ave., New York 17, New York

## BUSINESS OPPORTUNITIES

**Established Publisher**
**WANTS TO BUY**
**A Trade Publication**
Please write in strictest confidence
Box 4225, ADVERTISING AGE
630 Third Ave., New York 17, New York

## MISCELLANEOUS

**ART STUDIOS, AGENCIES, INDUSTRY SAVE 80% TO 90% ON YOUR PHOTOS, STATS, SCREEN PRINTS.** 1 yr. old **STATMASTER** with fully equipped darkroom (8' x 6'). Copies, enlarges to 350%, reduces to 30% or use as "Lucy". Make glossy stats in 2 minutes. Orig. $4500—will sacrifice. Call Mr. Segal, DE 7-8070, Chgo.

**25,000 PROFESSIONAL COMEDY LINES,** stories, routines. Topical! Ideal for speakers, toastmasters, emcees. Free catalog. **Orben Books, Box 61A, Hewlett, N.Y.**

**ENGINEERS AT THEIR HOME ADDRESS.** Over 125,000 Select by types. On Speedaumat Plates. Lowest rates. **DECISION, INC 4617 Red Bank Rd., Cincinnati 27, O. BR 1-3200**

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### THE SAME ANSWER

When clients ask the editorial people at Gebbie Press what they do other than write good house organs, the answer is always: "just that—good house organs."
**Gebbie Press, 151 W. 48, NYC**

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### FINDING THE BASIC SELLING IDEA

is one of the main ingredients of *profitable* advertising and sales promotion.

I have practiced this approach for 25 years—as a marketing-minded account executive—serving consumer goods, industrial and service accounts—clients with million-dollar as well as modest budgets.

To help you assess what you may expect from me—write for a resume today . . . .

**BOX 426, ADVERTISING AGE**
**200 E. Illinois St., Chicago 11, Ill.**

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### WANTED ADV. A.E.

with $100,000 or over billing. Medium sized adv. agency offers you: (1) The creative talent that will keep your accounts growing and happy. (2) Interesting financial arrangement with built-in security; the opportunity to share in the growth of this aggressive group. Confidential—write:

**Box 427, Advertising Age**
**200 E. Illinois St., Chicago 17, Illinois**

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### MIAMI ADVERTISING AGENCY IS MOVING TO NEW YORK

Our present luxurious offices, fully equipped and air conditioned, are ready for instant operation. Best low rent deal in downtown Miami and private parking. To the agency which will take over we will include a number of active and profitable accounts. Some of our excellent staff are also available.

**Charles Anthony Gross**
**Advertising Agency, Inc.**
**901 N. E. 2nd Ave., Miami 32, Fla.**

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### TOP LEVEL ADVERTISING AGENCY EXECUTIVE SEEKS AD DIRECTOR POST

Rich background in advertising, marketing, merchandising, sales promotion as both agency and company executive. Experienced in directing million dollar budgets. Complete knowledge of all aspects of advertising—TV, radio, outdoor, newspapers, magazines, point of sale. If you want proved administrative and creative leadership for your advertising . . . if you want a top flight advertising director who will get the greatest sales power from your advertising dollars, I'd welcome hearing from you. Current earnings over $20,000.

**Box 429, Advertising Age**
**200 E. Illinois St., Chicago 11, Illinois**

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### Trade Newspaper FOR SALE!

OIL COUNTRY ADVERTISER, a tabloid, is published twice monthly, carries display and classified advertising from all over the nation on used, surplus and new oilfield equipment, oilfield services, drilling deals, etc. No editorial content except a publisher's column.

Paper has terrific potential. But present publisher has just sold his fourth novel (book, that is) in three years, wants more time for creative writing. Will sell for $7500.00 cash or terms. For more information contact—

**"OIL COUNTRY"**
**P. O. Box 977 Conroe, Texas**
**Telephone PLeasant 6-2427**

---

*Available in Chicago:*

### CREATIVE DIRECTOR OR COPY CHIEF

Here's the kind of pro you like to work with: gets underway fast on any type of account, comes up with the big idea (and then knows how to wrap it up), has what it takes — the imagination, understanding, administrative skill — to develop and direct a first-class creative group. Interested? Please write to: *Box 430, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.*

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### DON HARRIS NEEDS:

**COPYWRITER** who fights commonplaceness when he could get by with it ................ $18-$20M

**MEDIA DIRECTOR**, important branch of major agency. All-media experience, important accounts, marketing awareness. Good presenter. Needn't be director now ................ to $15M

**ASSISTANT** to **AD MANAGER**. Food-store products. Job includes sales promotion writing, rough layouts.

**DON HARRIS, DIRECTOR**
Advertising and Marketing Division
**MONARCH PERSONNEL**
28 E. Jackson, Chicago, WA 2-9400

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*Publishers*

Established representative invites publishers' inquiries regarding coverage of Middle-West territory. Since 1952.

**james k. millhouse**
**PUBLISHERS' REPRESENTATIVE**
5935 Montrose Avenue, Chicago 34, Ill.

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### For Our R/TV Department

4-A Agency (Chicago) seeks a talented young man (around 24) to produce radio and TV commercials . . . live and film. Writing skill desirable, but not mandatory. We need a "take charge" guy who will work hard to be our next R/TV Director. *Agency* experience a must. Send us a brief outline of your background and please include salary requirements. Our people know about this ad.

**Box 432, Advertising Age**
**200 E. Illinois St., Chicago 11, Ill.**

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### INHERIT AN AGENCY

We are a young, growing, creative agency in the Delaware Valley Area misfortuned by having had an insincere and selfish front man. We would like to be approached by a sincere, aggressive executive of high calibre to lead us. We have the organization; we seek the forceful, fruitful leader who in essence has always wanted his own agency. Our staff is talented, well experienced and productive. We're willing to give a lot to the right man. Reply in utmost confidence.

**Box 428, Advertising Age**
**630 Third Ave., New York 17, New York**

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### "104 years old and still compiling good catalogs" . . .

. . . that's my hope for the year 2002. I've been doing it for 36 years already, am finishing my 7th for the same client, will be ready for another after Jan. 1. Maybe yours?

Big, little or small, full responsibility or partial, as you see fit. Agency and art studio affiliation. Let's talk about it now.

**Milton D. Harper**
**CREATIVE CATALOGS R 700, 125 W. HUBBARD ST., CHICAGO 10 WH 4-2868**

# Engravers Rally to Support of Print Advertising

*(Continued from Page 3)*

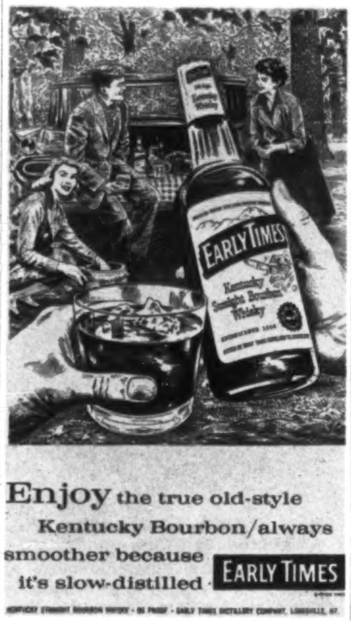
"New Vitality Through the Printed Word," pointed out the rise in reading as indicated by the large circulations of magazines, newspapers and books, and emphasized the basic character of print in recording such documents as the Declaration of Independence and the U. S. Constitution.

▪ Promotion of reading, he explained, will make American citizens more aware of the freedoms and institutions they enjoy, as well as provide through periodicals and newspapers an opportunity for manufacturers to develop their enterprises through advertising.

Consequently, he suggested, all who have anything to do with the production or distribution of printed material have an important stake in encouraging and promoting reading both as a contribution to the national welfare and the promotion of business through advertising.

▪ Mr. Crain said that because of attacks on the economic value of advertising, it is important to the maintenance of public confidence that all of the supporting industries do their part in educating their employes and the public on this subject, and defending advertising against unwarranted attacks.

He told the engravers that they, as well as millions of others—in the production and distribution of paper, the operation of printing and lithographic equipment, the manufacture of graphic arts materials and the distribution of all printed media—are, in effect, advertising men and should help protect advertising's greatest asset—its public acceptance—from baseless attacks.


EARLY TIMES
Kentucky Straight Bourbon Whisky
Enjoy the true old-style Kentucky Bourbon/always smoother because it's slow-distilled · EARLY TIMES

**HAND**—*Newspaper ads for Early Times bourbon in 300 newspapers, appearing from October until mid-December, will employ the "interrupting hand" with background scenes showing convivial situations. Erwin Wasey, Ruthrauff & Ryan is the agency.*

▪ "If all of us in advertising and in the auxiliary industries take a positive and courageous attitude toward advertising critics, we can make sure that public opinion continues to approve and support this vital business function," Mr. Crain said.

He warned especially against casual references hostile to advertising, which often appear even in media carrying large volumes of advertising, and "often have more effect than a more studied and detailed statement."

Protests to publishers, editors and broadcasters are very effective, Mr. Crain said, because their recipients are quick to note such reactions.

▪ Advertisers today are looking for the unusual or the spectacular in their magazine ads, Henry Hotz Jr., assistant to the manufacturing superintendent in charge of quality control, Curtis Publishing Co., Philadelphia, told the convention, claiming that *The Saturday Evening Post* has successfully accomplished what a few years ago would have been considered impossible.

Besides the usual double gatefold, cover gatefold, half-page cut unit, card insert and small booklet insert, the *Post* has used product inserts attached to an advertiser's page, Mr. Hotz said.

Four of these product insert advertisements have been used in the *Post* to date: Johnson & Johnson Band-Aid; Cluett, Peabody Arrow shirt swatch attachment; the Scott towel; and a Glidden paint swatch inserted into an entire edition, he said.

John G. Meehla, assistant manager of the Curtis engraving division, called powderless etching the most revolutionary change in the printing industry. It provides better results in 5% of the time, according to him. #

**ARTIST**

Aggressive young artist approximately 21 to 35 with 4 to 10 years experience in layout, keyline and production. Someone who can organize and meet deadlines, also buy plates, type and printing. National firm offers great opportunity. Send full background and salary requirements. All replies confidential.

**Box 431, Advertising Age**
**200 E. Illinois St., Chicago 11, Illinois**

BIRCH
Personnel Service, Inc.

*The Midwest's outstanding placement service for Adv. • Art & allied fields.*
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

**Research Analyst** in Marketing and Research Department of Detroit consumer and industrial agency. Under 35, male, Bachelors Degree. Salary depends on experience. **COPY AND COMMERCIALS TESTING EXPERIENCE MANDATORY.**

Box 425, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

the copy shop
MU 3-1455
270 madison/ny 16

**Copywriting Studio Confidential Work**
*Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee.*
**Persuasive Communication**
**any kind — any medium**

*Our 49th Year*

| | |
|---|---|
| **MEDIA DIRECTOR**—oppty. to establish and head dept. | $12,000 |
| **COPYWRITER**—excel. potential growing mid-south agcy. | 11,000 |
| **ART DIRECTOR**—Layout (2) | 12,000 |
| **ADV. MGR.**—Cosmetic Co. | 10,000 |
| **COPYWRITER**—insurance exp. | 7,500 |

MANY MORE—MAIL RESUME
**GLADER CORPORATION**
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

**UNUSUAL OPPORTUNITY**

For local ambitious man to sell offset positives and letterpress engravings. Opportunity to increase income by the utilization of your knowledge of graphic arts through sales. Largest reproduction firm in the Middle West. 62 year old quality firm offers much security and excellent income and future for right person in this part of the country. Draw against commission. Phone: MO 6-7080. Chicago.

## *Adman in the News . . . Earle A. Buckley*

MIAMI, Oct. 11—The new chairman of the Direct Mail Advertising Assn. *(see story on Page 1)* is a soft-spoken Philadelphian who has been something of a specialist in direct mail for 40 years, and who is an eloquent missionary for the medium.

Earle A. Buckley

The Buckley Organization, of which he is president, started its 40th year in September. It owes its genesis to a peculiar string of events in 1921. Young Earle Buckley had come back to Philadelphia from World War I after serving as an observer in Navy flying boats in England. He landed a job on the *Philadelphia Ledger* as a reporter, quit to join Richard A. Foley Co. as a writer, left with Foley's copy chief to go into business, spent a year at it and joined Aitkin-Kynett Co. Came back from a honeymoon to find that Aitkin-Kynett was retrenching and he was part of the retrenchment. Had an uncle who had some desk space good for a couple of weeks. Started looking for a few small accounts to tide him over. Did well enough to establish himself as a specialist in writing sales letters—and went into business.

▪ The Buckley Organization now bills about $1,000,000—about 75% of it in direct mail. From the beginning it had some space accounts, but Mr. Buckley says candidly that "we can't compete with big agencies in space." The agency, however, can and does compete on direct mail. The Miami convention that wound up this week was a happy one for a variety of reasons: not only was he elected chairman, but his client—International Business Machines Corp.—won the coveted Gold Mailbox award. His agency works with Benton & Bowles on IBM, and with Cunningham & Walsh on Mosler Safe.

Mr. Buckley says the size of the agency suits him fine. "I don't particularly want to bill $5,000,000 or $10,000,000 a year. Then I couldn't get away to Florida for a couple of months each year."

The Florida hiatus is perhaps less idyllic than it sounds. Much of the time is spent in writing either direct mail material or books. Mr. Buckley is the author of the International Correspondence School's text on direct mail, and his "How to Write Better Business Letters" is now in its fourth edition at McGraw-Hill. This house will also publish his "How to Increase Sales with Letters" early next year. He is also chairman of the board of trustees of Charles Morris Price School of Advertising and Journalism.

▪ The linkage of sales and direct mail is a primary part of Mr. Buckley's explanation of direct mail's future. He says the IBM campaign was gratifying, not only because of its technical recognition, but because it produced results—it got salesmen in to see people whom they could not see before. He says direct mail can be linked to sales in four distinct ways, all of them aimed at cutting down the cost of sales calls, getting the salesman out of the waiting room and into the buyer's presence, making sure he doesn't see the wrong man, making sure the right man is ready to see him.

Ahead of DMAA is an intensification of present objectives. "I dislike 'new broom' people," he says. He dwells on the problem of company advertising departments and agencies which have no competent direct mail personnel. "They look on it as an extension of advertising," he says—"space comes first, and if anything is left over, that goes for direct mail."

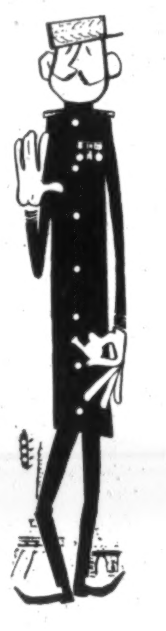
▪ Earle Buckley has counseled many advertisers, including the U.S. Treasury. He went to Washington at the outbreak of World War II, and was chairman of the Treasury's national direct mail committee, selling bonds by mail. He kept at it until the mail bond sales were actually competing with the field force, and handled mailings of 12,000,000 pieces a month, including innumerable tests to see how best to sell bonds by mail. After the selling job, he was assigned to train 1,000 Treasury people in Chicago and Washington in business correspondence ("a very interesting experience"). He is still chairman of the Treasury's direct mail committee.

During the war years, he ran his business on weekends. He spent Sunday night to Friday in Washington, used Saturday and Sunday to work on Buckley business, and lost only one account in the process. "People were inclined to be tolerant," he recalled.

▪ He hopes for an increased stature for direct mail, and a better understanding of the medium: its potential, capacity, power and limitations. "It isn't a cure-all," he said, "but it has great potential when properly used—and many companies don't have any idea how to use it."

Slender and trim of physique, Earle Buckley hardly looks his 63 years. He has three sons in the advertising business. Earle Jr. ("Dutch") is exec vp of the agency; twins Jim and George are, respectively, assistant advertising director of Top Value Enterprises, Dayton, and sales promotion and visual aids man with IBM's data-processing division.

He has "no interest" in retirement, but thinks longingly of three months in Florida in the winter and another month in the summer—and more writing. #



**Traffic Stopper!**

Your classified ad in Advertising Age gets the attention of over 177,000 marketing men and women. You get traffic-stopping action for as low as $5 per ad!

**Use This Space to Print or Type Your Classified Advertising Message**

*Classified Rates:* $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

*Display Classified Rates:* take card rate of **$18.75** per column inch, and card discounts, size and frequency apply.

I am enclosing $____________

My Name____________________

Street____________________

City____________ Z____ State________

Clip and mail this form to:

*THE ADVERTISING MARKET PLACE*
ADVERTISING AGE
200 E. Illinois St.
Chicago, Illinois

4041 Marlton Avenue
Los Angeles 8, Calif

# What Is Cost per Sale of Ad in Your Book? Fitzpatrick Asks NBP Session

*(Continued from Page 3)*

crease the effectiveness of specialized business communications."

■ Another panel member, J. Robert Miller, research and media director of Aubrey, Finlay, Marley & Hodgson, called for improved publication research in three areas:. (1) Better quantitative research, (2) improvements in the qualitative aspects of research, and (3) more collaboration with the advertiser to learn the true effectiveness of an ad.

Mr. Miller said "much too much research should never see the light of day." He described some of the defects as (1) too small a sample, (2) asking ambiguous or "impossible" questions, (3) publishing only favorable findings, (4) reporting only parts of a study, (5) inferring more than the research shows and (6) terming insignificant results "earthshaking."

■ Gene Wedereit, director of advertising and public relations of Chemetron Corp., paid tribute to business publishers for striving to improve editorial content, advertising research and merchandising assistance. But he was critical of sales training efforts and also said publishers should take a "more realistic" approach to proposals for a common audit.

Mr. Wedereit said that "all too frequently" he is approached by business publication salesmen who are not familiar with his company or its products. "So I have to spend the first five minutes telling the salesman about my company."

The growth of business publications—brought about by the addition of books aimed at more specific markets—has a twofold advantage for the advertiser, according to Norman D. Buehling, president of Fensholt Advertising Agency.

Speaking at the NBP luncheon Monday, Mr. Buehling listed the advantages as: (1) An opportunity to select and reach the best prospects with less waste circulation, and (2) an opportunity to tell a more specific story in the ad.

"To utilize fully the peculiar advantage of the highly specialized press, the advertiser and, of course, his agency must know intimately each of his individual markets represented by a specialized business publication," he said. "Unfortunately, not every advertiser or agency possesses this knowledge."

He noted that executing an effective ad is costly: "It takes time for the advertiser, time for the agency. I'm also sure it means that more and more agencies will have to supplement the publication's 15% in order to come out with a profit.

■ "But money spent gathering pertinent market facts, and filtering them through competent advertising minds that can isolate the true problem, ferret out the true objective, and formulate effective sales ideas and methods of presentation—that is money well spent," he said.

"Every dollar spent here can double, triple or even quadruple the effectiveness of the advertising white space that you have to sell." #

Watt Poland Marino Christian

**IN THE HUDDLE**—*Among those attending the Chicago regional conference of National Business Publications was this foursome: Leslie A. Watt, Watt Publishing Co., Mount Morris, Ill.; Richard C. Christian, Marsteller, Rickard, Gebhardt & Reed, Chicago; and William Poland and S. F. Marino, Steel, Cleveland and Chicago.*

### D&C Names Schmick, Gibson; Adds Reeford Worsted

William M. Schmick, formerly director of new products of Colgate-Palmolive Co., has joined Donahue & Coe, New York, as vp and director of marketing, a new post. Lawrence D. Gibson, formerly marketing research director of American Molasses Co., has joined the agency as vp and research director, also a new post.

Donahue & Coe also has been named to handle advertising for the new women's wear fabrics division of Reeford Worsted Co., New York, a member of Burlington Industries.

### Citroen Runs QXR Schedule

Citroen Cars Corp., New York, is running a spot radio campaign on the QXR Network for three months ending Jan. 1, 1961. The schedule includes four one-minute announcements per week. The commercials, which include the names of local dealers, are set for different times in different areas. During election week, all of Citroen's spots will be run on election night, Nov. 8. Shevlo Inc., New York, is the agency.

# 'Narrowcasting' FM Radio Group Grows to Ten

BELLINGHAM, WASH., Oct. 11—"Narrowcasting" Heritage Stations, a group of independent fm radio outlets across the nation, have grown in four months from the initial station in Seattle to ten. Five more are scheduled to join the group within the month.

Member stations do not form a "network," but a "group of cooperating stations" with a single sales organization. Individually, they take programs and advertising developed by Heritage Stations, the operating subsidiary of International Good Music Inc., Bellingham. Rogan Jones, who has been in radio since 1927 and heads KVOS-TV, Bellingham, is president and principal stockholder.

Classical music, taped in New York under the direction of Alfred Wallenstein, conductor, is the main diet of Heritage Stations. Mr Wallenstein does the programming, Mr. Jones said.

• The president calls the operation "narrowcasting," in contrast to broadcasting, and explains that the stations are beaming at a relatively narrow segment of listeners, who enjoy good music, have fine fm radios—and generally higher incomes.

According to Mr. Jones, commercials, which average only four an hour and never interrupt a musical number, are recorded on tape. An 18-hour broadcast day is condensed into three reels. Electronic impulses govern the entire operation, including the cutting in of commercials, and enable a station to go on the air with only an engineer.

■ The sales organization, Heritage Stations Representatives, with offices in New York, Detroit, Los Angeles and San Francisco, offers one-order, one-contract service for all the stations in the group, any regional grouping or single station.

Members of the group, according to Dave Mintz, exec vp, are:

KGMJ, Seattle; KFMU, Los Angeles; KDEN, Denver; KFMW, San Bernardino-Riverside, Cal.; WWOL, Buffalo; KBAY, San Francisco; WSAI, Cincinnati; WLOL, Minneapolis; KGMG, Portland, Ore.; and KFMX, San Diego.

Scheduled to join the group in October are: WCAO, Baltimore; WCOP, Boston; WMAL, Washington; WPLO, Atlanta; and WGBS, Miami. #

### Spencer Names Sully Exec VP

Langdon Sully has been elected exec vp of Spencer Advertising Co., New York. Mr. Sully, formerly with Teleregister Corp., succeeds Ralph Sheffer, who becomes chairman of the agency's executive committee.

*Important Announcement*

THE CHRISTIAN SCIENCE MONITOR

will soon be on sale in many leading cities the same day it is published in Boston

Through the facilities of two printing plants this great international newspaper will be available on publication date in these vast metropolitan centers as follows:

LOS ANGELES, CAL... *beginning Nov. 10th*
LONDON, ENGLAND / PARIS, FRANCE } *beginning Oct. 25th*

In addition, by means of special jet plane service, the following cities will receive the Christian Science Monitor for sale the same day it is published in Boston.

NEW YORK CITY / CHICAGO } *beginning Nov. 1st*

This is but another progressive step in our purpose to provide the finest possible service to our readers and advertisers.

THE CHRISTIAN SCIENCE MONITOR
*An International Daily Newspaper*
BOSTON · U. S. A.

**Food Advertising Returns**

An analysis of coupon returns for five food advertisers in four New York papers shows:

| The Mirror | | Three Evening Papers | | |
|---|---|---|---|---|
| Per Cent Total Cost | 17.2 | 16.4 | 19.1 | 13.1 |
| Per Cent Total Returns | 20.5 | 9.6 | 13.2 | 10.5 |
| Per Cent Total Circ. | 21.6 | 14.5 | 11.5 | 8.4 |
| Average Cost per Coupon | $1.41 | $2.83 | $2.41 | $2.06 |

If you are advertising grocery products in the New York market

**Make The Mirror a MUST!**

huge Chiffon display animated by **HANKSCRAFT**

Gigantic (7′ x 5′) Chiffon "Ferris Wheel" *attracts* shoppers—and *sells* facial tissue—with its ingenious combination of light, color, motion and size. Features specially adapted AC motor. It's another example of Hankscraft leadership in the display animation field!

SOFT STRONG Chiffon
Chiffon

COMPLETE ENGINEERING SERVICE for displays of all sizes, AC-powered or battery-operated. Send cutout to:

**HANKSCRAFT COMPANY**
Display Motor Division
Reedsburg, Wis.

World's Largest Manufacturer of Battery-Operated Display Motors
Sales Offices in these principal cities: Chicago • Philadelphia • Minneapolis • New York • Dallas • Toronto (Ontario) • San Francisco (Erlach Lee Co.)

Created and manufactured by Schmidt Lithograph Co. Cardboard engineering by Rapid Mounting and Finishing Co.

*Quality Radio Group Clinic . . .*

# Agencies Seek Quality Programs, Not Ratings in Evaluating Radio: Adams

### Research Market Facts to Get More Ad Business, Jones Tells Radio Execs

NEW YORK, Oct. 12—Thomas B. Adams, president of Campbell-Ewald Co., today said the day of buying "spots by the ton by so many fifties or hundreds of rating points per week . . . is about over for the national advertisers."

Mr. Adams was a featured luncheon speaker at the sales and sales promotion clinic of the Quality Radio Group here. He congratulated the broadcast group on its efforts to promote quality programming of broad community appeal and predicted such stations would get increasing support from national advertisers.

■ "There is an increasing awareness of the need for talking to listeners and having them listen," the agency executive said. "Mere number of noses—supposedly pointed in the direction of their radio set—is not enough. It's what they hear, what they retain, and what in the selling message moves them to act.

"They'll never move if a station's programming is listened to as a more or less subliminal background to which they pay no attention. The first rule of any attempt at communication is to gain attention. And I'm not talking of gimmicked-up sound effects or strange voices on commercials. I'm talking of raising the level of interest generally by music that has to be listened to, by discussions so provocative they have to be listened to. Here's where you get attentive audiences. And here is where the national advertiser wants to be.

■ "I don't believe he particularly wants to be talking to the rock and roll set. They don't listen anyway except for a particular gut bucket chord or the way a certain soprano saxophone slides up to a high F. They can't react favorably for the advertiser for, let's face it, they don't have the dough to buy much of anything except another rock and roll record," Mr. Adams continued.

Mr. Adams suggested that radio can get a much bigger share of the national advertiser's dollar by improving the atmosphere and attracting the kind of business with which major prestige-minded brands want to be associated.

■ "I'd like to suggest that it's quite possible that 24 hours of rock and roll and a nickel's worth of headlines is not quite the atmosphere we're looking for," he said. "I doubt that we're serving our client properly when we let Chevrolet be advertised sandwiched in between 'You're Nothing But a Hound Dog' and 'Mack the Knife.' Nor do such prestige clients want to be adjacent to Big Boy hamburgers and Preparation H," he continued.

The Campbell-Ewald president said that other agencies are beginning to think along similar lines concerning their use of radio, and he added: "I'll guess that once it becomes known to a 1,000 radio stations that 100 leading agencies are looking at them through a qualitative microscope, there's going to be some pretty fancy footwork. Program schedules will be revamped, but fast, once they know we know.

■ "There'll come a time, and it isn't too far off, when stations won't schedule 30 commercials in an hour; when they won't blast only pop music for 24 hours a day. There will come the time when stations generally will learn to have a conscience, will finally figure that they have a responsibility to their communities, to their listeners. They will learn that good programs will pay off," Mr. Adams said.

■ Some 30 broadcasters attended the two-day clinic, which was presided over by Ward L. Quaal, vp and general manager of WGN, Chicago, and president of the Quality Radio Group.

Only the luncheon sessions were open. The other meetings were devoted to an exchange of ideas on research, trade paper promotion, and sales, among other topics. Mr. Quaal told reporters that a principal aim of the group is to make the industry aware of "how we are different from the flock and to get the rest of the flock to join us in improving radio."

A stockholders' meeting will be held Nov. 1 in Chicago. Formal action may come then on such items as expansion of membership, a program exchange project, research proposals, and a drive to get the story of "good radio" across to advertisers and agencies.

■ Speaking at the Tuesday luncheon, Richard P. Jones, vp and general manager of the media department of J. Walter Thompson Co., told the station managers that before they could get more business on their stations they must convince more advertisers of the merits of their medium for their specific marketing needs.

To accomplish this, Mr. Jones said that radio must back its claims with research and then make presentations to the advertiser tailored more to his needs. "What I am suggesting," he said, "is merely that you and your sales representatives apply the same kind of creative thinking to selling the national advertiser that you already apply to selling local accounts."

■ Mr. Jones told the group that its competition is not so much other stations in its markets but other media, which are better equipped to document their audiences. To overcome this media disadvantage, the agency executive explained that stations must be able to show their net reach, show the specific kinds of individuals reached and offer more information on the 20% to 30% additional audience out of home.

Radio is destined to remain a supplementary medium, Mr. Jones warned, unless it can provide the necessary information. "We would love to know for each of your markets, using your station as a base, the most economical buying pattern for obtaining the kind of blanket coverage that we know we can get with one or two insertions in newspapers and with a minimum schedule of tv spots," he said.

■ "We need to know much more about the recall or remembrance values of radio. What is its sales impact in relation to other media? How many times must we reach people during a week or a month to make a commercial message really sink in? What are the best patterns of radio use for maximum commercial remembrance—is it a heavy concentration in peak listening periods or is it 'round the clock use?"

A study conducted among housewives by J. Walter Thompson about two years ago revealed that 70% listen to radio while doing their housework, Mr. Jones said. During this nine-to-five period, he added, radio is often the housewife's sole companion and she is probably in the best frame of mind to absorb the advertising messages. "Yet, for lack of proof, advertisers are still struggling to get their commercials into the over-crowded early morning hours while good availabilities are passed up later in the day," he said.

■ Mr. Jones urged the Quality Radio Group executives to show the same resourcefulness in a well designed program of research that they have shown in the programming area and they will be assured of a larger share of the total advertising budget, which is expected to double in the next 10 years. "I wouldn't be surprised if we have clients who would be interested in cooperating with you in such a venture if your group would organize and finance suitable research," he added. #

## *Ad Volume in Business Papers, September and Year to Date*

**September**/*Volume 0.2% (in pages) under 1959*

| Industry Division | 1960 | 1959 | Page Change | Percent Change |
|---|---|---|---|---|
| Manufacturing | 18,082 | 17,295 | + 787 | + 4.6 |
| Transportation | 3,793 | 3,964 | — 171 | — 4.3 |
| Mining | 712 | 702 | + 10 | + 1.4 |
| Petroleum & Gas | 1,996 | 2,002 | — 6 | — 0.3 |
| Construction | 7,326 | 7,522 | — 196 | — 2.6 |
| Food | 1,993 | 2,216 | — 223 | — 10.1 |
| Services & Distribution | 4,730 | 4,636 | + 94 | + 2.0 |
| Institutional | 3,014 | 3,048 | — 34 | — 1.1 |
| Government | 542 | 718 | — 176 | — 24.5 |
| Export-Import | 1,115 | 1,221 | — 106 | — 8.6 |
| Farm Eqpmt. Distrbn. | 163 | 208 | — 45 | — 21.6 |
| **Total** | **43,466** | **43,532** | — **66** | — **0.2** |

**Year-to-date**/*Volume 2.1% (in pages) over 1959*

| Industry Division | 1960 | 1959 | Page Change | Percent Change |
|---|---|---|---|---|
| Manufacturing | 133,129 | 126,342 | + 6,787 | + 5.4 |
| Transportation | 31,192 | 29,789 | + 1,403 | + 4.7 |
| Mining | 6,154 | 6,209 | — 55 | — 0.9 |
| Petroleum & Gas | 16,899 | 18,303 | — 1,404 | — 8.2 |
| Construction | 65,577 | 65,741 | — 164 | — 0.3 |
| Food | 15,232 | 15,312 | — 80 | — 0.5 |
| Services & Distrbn. | 37,419 | 37,179 | + 240 | + 0.6 |
| Institutional | 26,561 | 25,747 | + 814 | + 3.2 |
| Government | 4,564 | 4,719 | — 155 | — 3.3 |
| Export-Import | 10,235 | 10,070 | + 165 | + 1.6 |
| Farm Eqpmt, Distrbn. | 1,912 | 2,061 | — 149 | — 7.2 |
| **Total** | **348,874** | **341,472** | + **7,402** | + **2.1** |

## Putman Plans New Advertising Project

CHICAGO, Oct. 13—Russell L. Putman, president of Putman Publishing Co., has confirmed the discontinuance of the Putman Awards (AA, Oct. 3), and at the same time announced that a new project intended to improve advertising performance is under way.

"Putman Publishing Co. has been engaged for some time in a new project relating to the problem of better verification of advertising performance," he said. "This new project is expected to make further contributions to better performance in business paper advertising."

He indicated that details of the project will be available shortly.

■ "The Putman Awards," his statement said, "did a splendid job during a period when 'performance in advertising' was in a shadowy area. During that period these awards contributed greatly to the cause of better planning and better performance in business paper advertising. That job has been done."

### *'Register, Tribune' Card Out*

New rates effective next Jan. 1 have been issued by the *Des Moines Register & Tribune*. The combination b&w one-time page rate goes from $2,629 to $2,929. The combination agate line rate is increased from $1.05 to $1.30. William T. Smith, advertising director, said the new card also includes, for the first time, discounts on rotogravure and color comics advertising.

### *'Reader's Digest' Names Three*

Frederick C. Bauer, formerly with *Modern Bride*, and Robert L. Crane, formerly with R. R. Donnelley & Sons Co., have joined the New York and Chicago sales staffs, respectively, of *Reader's Digest*. William J. Wilson, formerly with the ad promotion department of the *Digest*, has joined the magazine's New York ad sales staff.

# CBS Electronics Realigns Sales, Marketing Setup

DANVERS, MASS., Oct. 12—CBS Electronics, a division of Columbia Broadcasting System, has realigned its marketing and sales staff, following the resignation of Reed Vail Bontecou as vp in charge of marketing. Mr. Bontecou has joined Pacific Semiconductors, a subsidiary of Thompson-Ramo-Woolridge, Los Angeles.

At CBS Electronics, Roy Juusola has been promoted from manager of marketing administration to the new post of manager of marketing services, with responsibility for advertising, marketing research, sales services, order service and warehousing activities. Lee Ballengee will continue as manager of equipment sales for electron tube operations, while assuming additional responsibility for all government and military marketing. Kenneth Waldron will continue as manager of government and industrial marketing, reporting to Mr. Ballengee.

■ Other changes include the naming of Lou Neimann to the new post of director of government relations with headquarters in Washington. Replacing Mr. Niemann as semiconductor sales manager is Ross Yeiter, who was formerly his assistant. Richard Saxton, previously a district manager for servomechanisms, has been named district manager for government and industrial sales, with headquarters in Dayton, O. John Hauser, formerly distributor sales manager for electron tubes, has been appointed to the new post of general manager for distributor sales. #

### *Stern, Walters Names Two*

Mark Maxwell has joined Stern, Walters & Simmons, as marketing director, and Robert L. Fine has been named an art director of the agency. Mr. Maxwell was most recently a sales adviser for Charles E. Hires Co. after serving as general manager for Hires root beer in Chicago. Mr. Fine was an art director at Campbell-Mithun, Chicago.

### *Berch Joins Durham Associates*

John Wilson Berch, formerly with Transfilm-Caravel, has joined Robert C. Durham Associates, New York, as senior vp in charge of special services in the communications field. Mr. Berch, who has been in broadcasting for 25 years, formerly conducted the "Jack Berch Show" on NBC Radio as "singer-salesman" for Prudential Insurance Co. of America.

### *Wallach-Cox Moves*

Wallach-Cox Associates, pr and marketing company, has moved to new offices at 3 W. 57th St., New York.

## Business Papers Show 2.1% Ad Gain for 9 Months: 'IM'

CHICAGO, Oct. 11—Business publication advertising volume last month lagged by 0.2% behind the total page volume recorded for the same month in 1959. This constitutes a slight improvement over the August volume, when publications reported a 0.8% dip from the 1959 level.

These figures are based on reports from 352 selected business publications which participate in *Industrial Marketing's* monthly tabulation of business paper ad volume. The same publications reported 1960 first nine months page volume at 2.1% above the comparable 1959 level. This represents a slight (0.1%) dip from the cumulative total reported for the January-through-August period.

In compiling ad volume data, all publications are grouped into 11 basic industry divisions, each of which is further divided into sub-industry groups.

■ Among the industry divisions, 124 manufacturing division publications again led the gain column for the month, reporting a 4.6% increase over September, 1959, which is a 0.3% increase over the volume reported for August. The only two other industry divisions showing plus percentages for the month were those represented by the seven publications serving the mining industries, and the 24 retail trade publications which report to *IM*.

Year-to-date tallies show a different lineup among the industry divisions. Five divisions stand on the plus side of the ledger; Manufacturing; transportation; institutional markets; export-import; and, services and distribution—in the order named.

Manufacturing publications posted a 5.4% increase over last year—identical with the yearly gain reported for January through August. Second position on the year-to-date roster was held by 33 publications in the transportation field. They boosted September year-to-date gains to 4.7% compared with over-all gains of 4.4% last month.

■ Publications serving the institutional markets, despite a year-to-date dip of 0.5%, retained the same position they held last month—third—with 24 books reporting a collective 3.2% increase over the comparable 1959 cumulative figure.

Despite an 8.6% drop in page volume for the month of September, the 22 export-import papers registered in the gain column on the year-to-date tabulation. They reported a 1.6% increase for nine months of this year, compared with the same 1959 period. #

### *Palmer, Codella Changes Name*

Palmer, Codella & Associates, New York, will change its name to T.N. Palmer & Co. in November, at which time it will be moving to larger quarters in the Getty Bldg.

Fields
Hill
Brand
Kreer

**CONSULTING**—*Perry Brand and G. Bowman Kreer, Clinton E. Frank Inc., and Ivan Hill, Cunningham & Walsh, get some expert advice from Norman Fields, Fields & Fields, at the central region meeting of the American Assn. of Advertising Agencies.*

# Don't Fight Madison Ave. Label; Improve It, Strouse Urges Four A's

*(Continued from Page 1)*

toward itself," said Norman H. Strouse, president of J. Walter Thompson Co.

■ Speaking at the central region meeting of the American Assn. of Advertising Agencies, Mr. Strouse said "the fact that our business seems to be embarrassed by this [Madison Ave.] label in itself would seem to encourage its negative use by those who are not friendly to the economic concept of advertising.

"My point of view is that we should accept the Madison Ave. designation, and address ourselves to the task of making its connotations fit the positive facts rather than the negative fictions," he said.

■ "We have changed the images for many products and companies," he said. "Surely we are smart enough to do it for ourselves."

He noted that some of the negative practices of which the advertising business is accused include "bad taste, bad manners, intrusion of advertising at the wrong place or time, false implications which weasel around the truth, excessive ballyhoo at the expense of adequate buying information and meretricious appeals."

■ While only a minority of advertising is answerable to these criticisms, "it is always the rotton apples in any barrel which infect the whole," Mr. Strouse noted.

"Can we ourselves get rid of these rotten apples? Or must we wait upon the increasing controls of government?

"If we are going to rely upon ourselves, how are we going to do it?

"In the end, it will depend upon the standards which all of us individually set for ourselves in our daily practices," he said. "But inasmuch as we act out our parts on the platform of company philosophy or point of view, it will depend upon individual company standards as well."

■ As a step toward upgrading the attitude toward advertising of persons both within and outside the advertising field, the Thompson president urged wide distribution of a pamphlet, "What Advertising Agencies Are," based on a talk by Frederic Gamble, president of the Four A's.

"Perhaps careful use of this pamphlet can help to reorient the agency business away from the tendency to set size alone as its goal, and its tendency to dilute its resources by spreading them out into peripheral areas."

■ He said agencies have the responsibility for viewing the products they promote and asking, "Is it in the public interest to encourage greater consumption of such products and services?"

Speaking of bad taste in advertising, he noted that "if products can be sold only through advertising that is in bad taste, there is a real question as to their need."

Finally, he urged admen to combat unjustified criticism by seizing opportunities to reach opinion-forming groups through writings and speeches.

■ In his "state of the industry" message at the meeting yesterday, Fred Gamble reported that for the year ending last March, Four A's agencies had a total volume of **$3.625 billion**, up 12% over the previous year. He said that the past year, with its quiz show and payola investigations, may go down in advertising history as "the year of turmoil," but he took issue with reports about the implications of the number of "anti-advertising" bills introduced in the 86th Congress.

Although approximately 130 bills were filed, he said, many were duplicates, and only 15 were of major importance in their potential effect upon the advertising business. Of these, only two were passed and signed by the President—the Magnuson bill (imposing penalties for payola) and the Mills bill (excluding local ad charges from manufacturers' sales taxes). Neither of these, Mr. Gamble said, can be considered anti-advertising.

■ Paul Lyness, director of Gallup & Robinson, Princeton, N.J., told a morning session today that "evidence we have from consumers suggests that popular attitudes negative to advertising stem more from our tendency to scream, shock and exaggerate than from any widespread belief in advertising's fundamental dishonesty."

Effective self-policing in the ad industry, he said, requires "guidance from consumers on where creative license ends and deceit begins, and a strong conviction among advertising people that toned-down claims neither lose audience nor the power to persuade."

Consumer research by his company, Mr. Lyness said, indicates that "straightforward facts of product advantage do not (1) lose audience, (2) slow down thought transmission or (3) create apathy."

# Sheinker Blasts NAB TV Code as 'Double Standard'

*(Continued from Page 3)*

Before the commercials were produced, the company "negotiated with executives of WPIX and had various consultations with their sales personnel," Mr. Sheinker said. "After producing the commercials at considerable expense, we viewed the commercials in WPIX's New York studios with various of their personnel."

Then, with "everything settled," the company was suddenly told, 71 hours before the commercials were to start, that WPIX would not show them, he said. "This resulted from an objection lodged with the station by the NAB," he said.

■ "We had, of course, predicated a large promotional and sales campaign with our wholesale and retail outlets based on the assumption that we would break on tv. Happily for us, we were able to secure time on another station—WNTA-TV—and fulfill, as best we could, although a whole week late, our commitments to our customers," he said.

One thing that gripes the company in having to switch stations is that it felt it had signed for better time spots on WPIX than it was able to get at the last minute on WNTA, AA learned.

■ "The aggravating aspect of this situation is that both WPIX and the NAB are issuing press releases praising each other for their cooperation in being able to 'help the industry solve its problems.' This, to my mind, is utter nonsense," Mr. Scheinker asserted.

"The NAB did not haye a sufficiently clear ruling to justify this action, so, last week, well after the fact, they issued in Washington an amplification of their code. In other words, their code didn't cover something to which they felt they should object, so they went and amplified it.

■ "The simple truth is that our Holland House cocktail mixes contain no alcohol. They can be purchased throughout the U.S. in grocery stores and supermarkets, as well as liquor outlets, in some states. No alcohol is involved until the customer gets home and adds his own.

"Similarly, carbonated soda, quinine mix, vermouths (usually 12% alcohol), beer and wines in general, are advertised on tv—and the NAB is doing nothing about it. We think we are the victims of a double standard, and we protest both the double standard and the sanctimonious role in which the NAB and the station cast themselves."

Mr. Scheinker added that the commercials have been telecast on WNTA-TV for two weeks now, and no protests have been heard to date.

Erwin Wasey, Ruthrauff & Ryan is the agency. #

Kennedy
Clauser
Littleford
Beard

**THE CANDIDATE SPEAKS**—*Sen. John F. Kennedy, Democratic candidate for President, makes a point before addressing special meeting called by Associated Business Publications, represented here by Henry R. Clauser, editor of Materials in Design Engineering and director of ABP's editorial division; William D. Littleford, president of Billboard Publishing Co. and chairman of ABP, and William Beard, president of ABP.*

# Kennedy Tells ABP Dems Aim to Aid Business

*(Continued from Page 1)*

der the Republican administration.

He said he would not talk about "diverting" when it is his belief that we have a "low-rate economy" and are actually "underconsuming."

The tenor of Sen. Kennedy's remarks today was that his election would bring to Washington a "more active" federal government, ready to use its powers to make the free enterprise system work more effectively.

■ As an example, he said, he believes the President could play a more important role in the foreign trade area. He advocated assistance to industries strangled by imports, and he said that if elected he would seek to get foreign governments to eliminate their restrictions on importation of U.S. products.

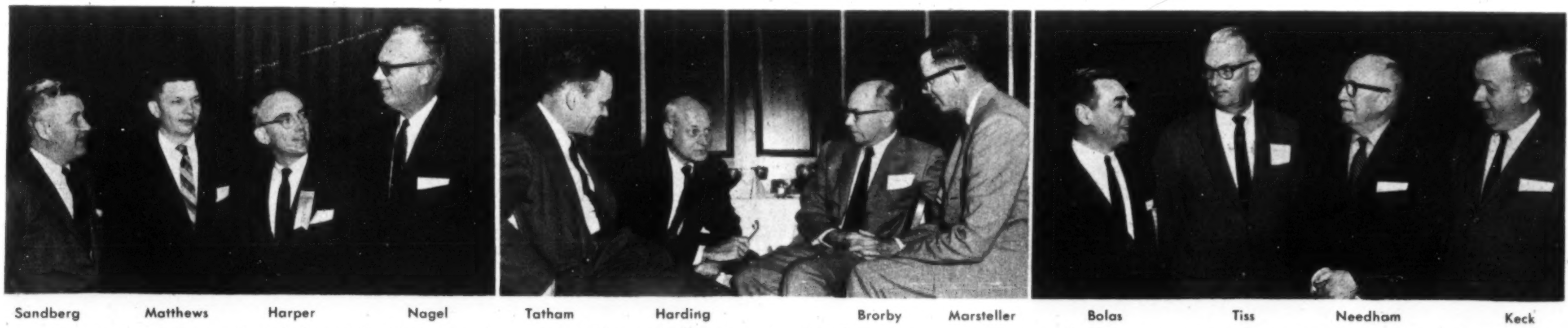
Sen. Kennedy also said that his administration would take a look "at our entire tax structure." One specific proposal he offered was tax incentives to companies for plant modernization.

Sen. Kennedy characterized the differences between the Republicans and the Democrats as "the contented vs. the concerned," "the inert vs. the active" and "satisfaction with past accomplishments vs. hopefulness about the future."

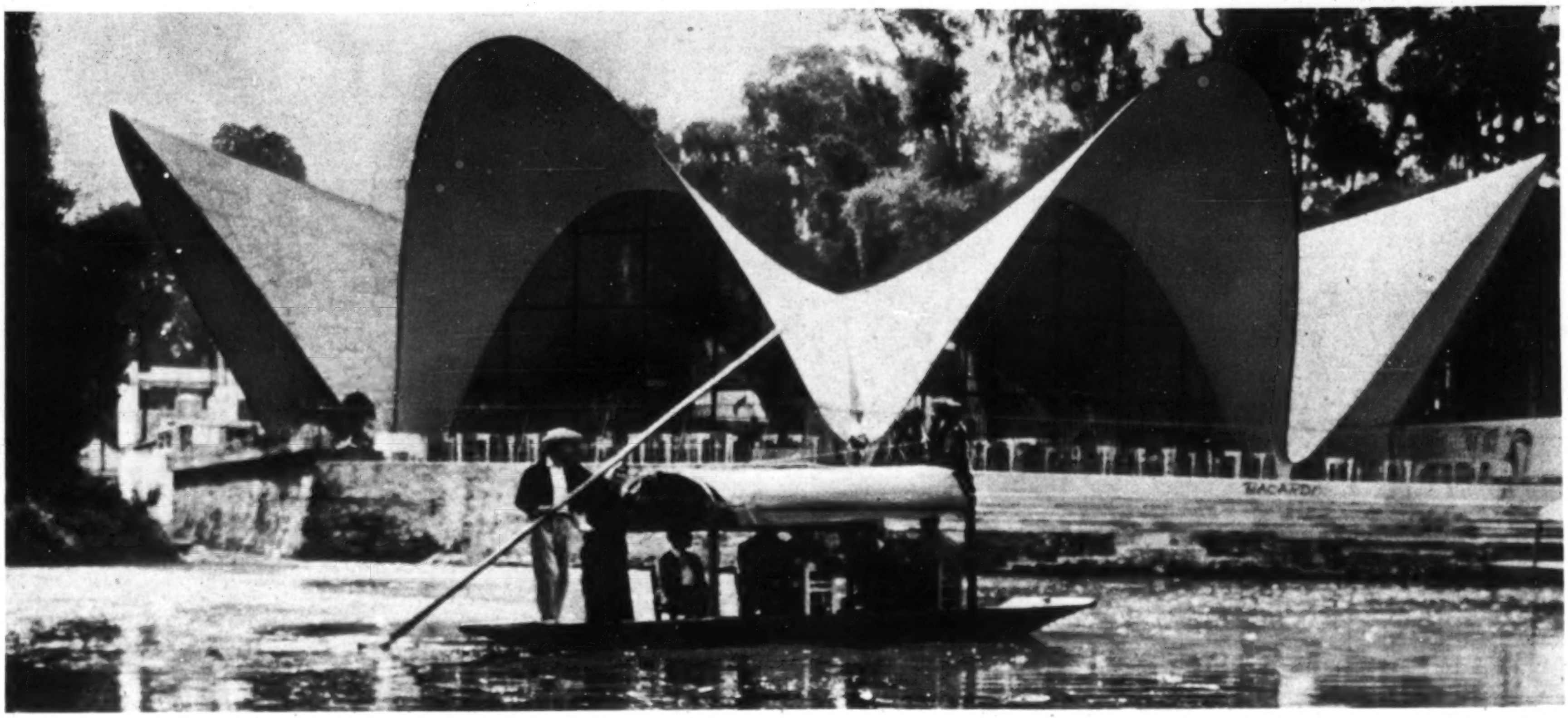
"I am glad," he said, "to be on the side of the concerned, the active and the hopeful." #

### *Speer Names Torgerson VP*

Hunter S. Torgerson, account executive of Speer Advertising Agency, Los Angeles, has been named a vp.



**CENTRAL REGION FOUR A'S**—*Socializing at the 23rd annual meeting of the central region of American Assn. of Advertising Agencies are John Sandberg, J. Walter Thompson Co.; Len Matthews, Leo Burnett Co.; Paul Harper Jr., John Nagel; Mel Brorby, Maurice Needham and J. S. Keck, Needham, Louis & Brorby; Arthur Tatham, and George Bolas, Tatham-Laird; Harry Harding, Young & Rubicam; William Marsteller, Marsteller, Rickard, Gebhardt & Reed; and Wayne Tiss, Batten, Barton, Durstine & Osborn.*



A modern Mexican restaurant—Los Manantiales—contrasts with the ancient canals of Xochimilco, where flower vendors offer their exotic wares.

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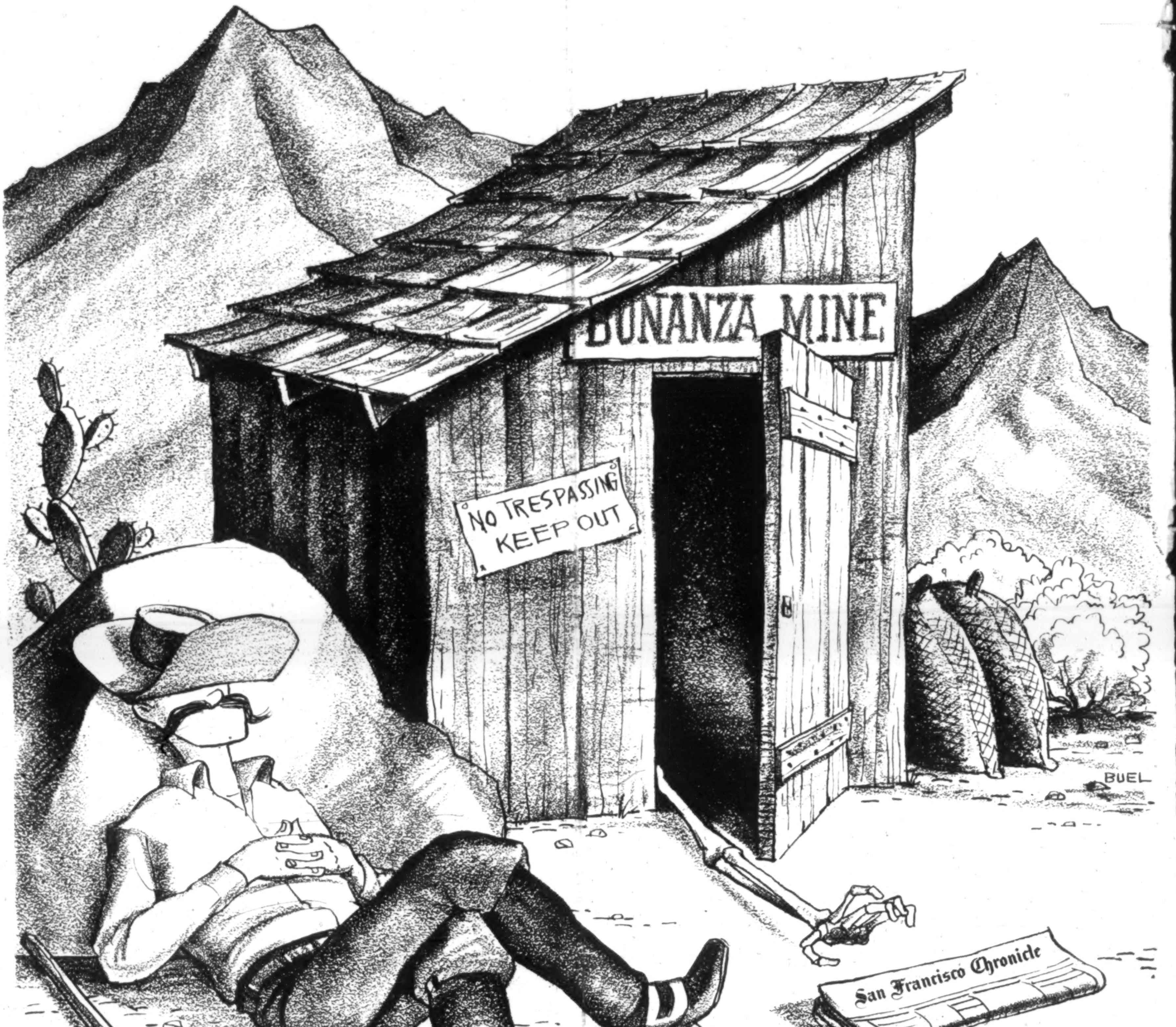
*These photos were taken by Frank Scherschel and Joern Gerdts for LIFE EN ESPAÑOL's exclusive article on the new Mexico City.*

Skeleton of Mexico City's new Medical Center frames a view of apartment houses.

In the Pedregal are many luxurious modern homes, complete with swimming pools.

# THE CHRONICLE MEANS THE WEST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